RELATIONSHIP BETWEEN ONLINE SERVICE QUALITY DIMENSIONS AND CUSTOMERS' SATISFACTION: A STUDY OF ELECTRONIC TICKETING (e-TICKET) SYSTEM IN AIRASIA BERHAD

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UNIVERSITI UTARA MALAYSIA

2011

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By

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Thesis Submitted to the College of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Degree of Master of Science in Management

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ABSTRAK

Sistem tiket penerbangan elektronik merupakan satu strategi pemasaran alternatif yang dilaksanakan oleh syarikat penerbangan untuk memberi perkhidmatan kepada pelanggan mereka melalui infrastruktur Internet. Kebayakan syarikat penerbangan melaksanakan sistem e-tiket bagi meningkatkan nilai perniagaan, mengurangkan belanja operasi, mendapatkan pelanggan-pelanggan baru dan meningkatkan kepuasan pelanggan mereka. Satu daripada cabaran utama perkhidmatan dalam talian adalah bagaimana untuk mengurus kualiti perkhidmatan yang mempunyai kepentingan yang signifikan dengan kepuasan pelanggan. Kajian ini direka bentuk untuk menguji hubungan antara dimensi kualiti perkhidmatan dalam talian dengan kepuasan pelanggan AirAsia terhadap sistem e-tiket. Kajian ini juga menggunakan dimensi kesediaan teknologi untuk menyiasat kesan kesederhanaan antara hubungan dimensi kualiti perkhidmatan dan kepuasan pelanggan. Sampel kajian terdiri daripada 139 pelanggan AirAsia di UUM Kuala Lumpur dan data empirikal telah diperoleh dengan menggunakan borang soal-selidik. Daripada lima dimensi kualiti perkhidmatan yang dipilih iaitu kefungsian, kecekapan, kemudahan, dan kesenangan untuk digunakan, hasil kajian telah memberikan kesan yang positif terhadap kepuasan pelanggan, manakala hanya dimensi kerahsiaan/keselamatan menunjukkan kesan yang negatif terhadap kepuasan pengguna. Seterusnya, kesediaan teknologi didapati mempunyai kesan penengah yang ketara terhadap hubungan antara dimensi kualiti perkhidmatan dalam talian dengan kepuasan pelanggan sistem e-tiket. Akhirnya, kajian ini juga mendapati kesediaan teknologi mempunyai hubungan positif yang signifikan dengan kepuasan pelanggan.

ABSTRACT

Airline electronic ticketing (e-ticket) system is an alternative marketing strategy implemented by airline companies to serve their customers via Internet infrastructure. Most of the airline companies employ e-ticket system in order to increase business value, reduce business operating expenses, explore new customers market and increase customers' satisfaction. One of key challenges of online service is how to manage service quality, which holds a significant importance of customer satisfaction. This study was designed to examine the relationship between online service quality dimensions with AirAsia customers' satisfaction towards e-ticket system. This study was also used technology readiness dimension to investigate the moderating effect of its on relationship between online service quality dimensions and customers' satisfaction. The sample used was from 139 AirAsia customers in UUM Kuala Lumpur and the empirical data were gathered by using structured questionnaire. From five selected online service quality dimensions; functionality, efficiency, convenience, and ease of use were shown to have a strong impact on customers' satisfaction, while only privacy shown the negative impact on customers' satisfaction. Subsequently, technology readiness was found to have a strong moderating effect on the relationship between online service quality dimensions and customers' satisfaction in e-ticket system. Finally, it was also found that technology readiness has a strong and significant relationship with customers' satisfaction.

ACKNOWLEDGEMENTS

Praise to Allah S.W.T the Most Merciful and Most Gracious for bestowing me with strength, patience and excellent health throughout the process of completing this research. This project paper would not been done without assistance and support from many people. I would like to take this opportunity to extend my deepest gratitude to my supervisor, Dr Jasmani Mohd Yunus for her expert advice, guidance and support throughout the entire research.

A special thanks to my friends; Ahmad Sabri, Chia, Risuki and Imran for their helpful guidance, advice, and who motivate me to keep up. Also, I would like to thank Universiti Utara Malaysia for giving me this great opportunity to achieve my educational goals throughout my entire MSc (Management) study duration in UUM KL.

My deepest appreciation also goes to beloved family who are my wife; Suria Saznian, my daughters; Nur Damia and Nur Dini, and my son; Aqlan for their love, constant support, patient and understanding throughout my life.

Finally, special thanks to those who have directly as well as indirectly been involve in the accomplishment of this project paper. Your endless contribution and encouragement are very much appreciated.

TABLE OF CONTENTS

PERMISSION TO USE i

ABSTRACT ii

ACKNOWLEDGEMENTS iv

TABLE OF CONTENTS v

LIST OF TABLES viii

LIST OF FIGURES x

LIST OF ABBREVIATIONS xi

CHAPTER 1 : INTRODUCTION

1.1 Background 1
- 1.1.1 Overview of Airline Electronic Ticketing 2
- 1.1.2 Airline Electronic Ticketing By AirAsia Berhad 4
- 1.1.3 The Important of Online Service Quality and Customers' Satisfaction 5

1.2 Problem Statement 6
1.3 Research Questions 7
1.4 Research Objectives 7
1.5 Scope of Study 8
1.6 Limitation of Study 8
1.7 Organisation of the Study 9

CHAPTER 2 : LITERATURE REVIEW

2.1 Introduction 10
2.2 Definition/concept 10
- 2.2.1 Online Service 10
- 2.2.2 Conceptualisation of Electronic Services (e-Services) 12
- 2.2.3 Traditional Service Quality 14
- 2.2.4 Online Service and SST service Quality 15
- 2.2.5 Customer Satisfaction 21
- 2.2.6 Service Quality Dimensions and Customer Satisfaction 23

2.3 Summary 24

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Introduction 26
3.2 Operational Variable 26
3.3 Research Framework 27
3.4 Hypotheses 28
3.5 Operational Definition 29

3.5.1 Functionality 29
3.5.2 Efficiency 30
3.5.3 Convenience 31
3.5.4 Privacy 31
3.5.5 Ease of Use 32
3.5.6 Technology readiness 33
3.6 Research Design 34
3.7 Selection of Measures 35
3.8 Population and Sampling 35
3.8.1 Population of Study 35
3.8.2 Sampling Method 36
3.9 Questionnaire 36
3.10 Data Gathering Method 38
3.11 Pilot Testing 38
3.12 Testing the Research Instrument 39
3.12.1 Reliability test 39
3.12.2 Validity test 40
3.13 Variable and Measurement 40
3.13.1 Functionality Measurement Items 42
3.13.2 Efficiency Measurement Items 42
3.13.3 Convenience Measurement Items 43
3.13.4 Privacy Measurement Items 43
3.13.5 Ease of Use Measurement Items 43
3.13.6 Customers' Satisfaction Measurement Items 44
3.13.7 Technology readiness Measurement Item 44
3.14 Data Analysis Technique 44
3.15 Statistical Analysis 45
3.15.1 Descriptive Analysis 45
3.15.2 Regression Analysis 46
3.16 Summary 47

CHAPTER 4 : RESULT AND DISCUSSION
4.1 Introduction 48
4.2 Preliminary Analysis and Data Analysis Strategies 48
4.3 Descriptive Analysis 50
4.3.1 Respondents' profile 50
4.3.2 Gender and Satisfaction Towards e-ticket System 54
4.3.3 Age and Satisfaction Towards e-ticket System 54
4.4 Regression Analysis 55
4.4.1 Relationship Between Online Service Quality Dimensions and Customers' Satisfaction 56
4.4.2 Moderate Effect of Technology Readiness on Relationship Between Online Service Quality Dimensions and Customers' Satisfaction 59
4.5 Summary 63

CHAPTER 5 : DISCUSSION AND RECOMMENDATION
5.1 Introduction 65
5.2 Summary and Conclusion 65
5.3 Implications for Theory and Practice 66

5.4 Recommendation 68
5.4.1 Enhancement of E-Ticket System: 68
5.4.2 Improving The System Quality In Term of Technical Tools 68
5.4.2 Improving and Increase The Technical Assistants 703
5.5 Limitation 70
5.6 Suggestion for Future Research 72

REFERENCES 73

APPENDICES
APPENDIX I : Sample of Questionnaire 77
APPENDIX II : Respondents' Recommendation 89
APPENDIX III : Analysis Output 94
APPENDIX IV : Letter of Permission 112

LIST OF TABLES

Table 1.1	**Internet Usages and Populations Growth in Malaysia**	2
Table 3.1	**Components of Research Design**	34
Table 3.2	**Interpretation of Cronbach Alpha**	40
Table 3.3	**Measurement Items of Functionality**	42
Table 3.4	**Measurement Items of Efficiency**	42
Table 3.5	**Measurement Items of Convenience**	43
Table 3.6	**Measurement Items of Privacy**	43
Table 3.7	**Measurement Items of Ease of Use**	43
Table 3.8	**Measurement Items of Customers' Satisfaction**	44
Table 3.9	**Measurement Items of Technology Readiness**	44
Table 4.1	**Reliability Analysis**	49
Table 4.2	**Frequency Distribution of Gender**	50
Table 4.3	**Frequency Distribution of age Category**	51
Table 4.4	**Frequency Distribution of Race**	51
Table 4.5	**Frequency Distribution of Education Level**	52
Table 4.6	**Frequency Distribution of Working Place**	52
Table 4.7	**Frequency Distribution of Occupation**	53
Table 4.8	**Frequency Distribution of Income Category**	53
Table 4.9	**Level of Satisfaction for Males and Females**	54
Table 4.10	**Impact of age on Level of Satisfaction**	54
Table 4.11	**Regression Model Analysis for Model 1**	56
Table 4.12	**Relationship between Technology Readiness and Online Service Quality**	60

Table 4.13	**Relationship between Customers' Satisfaction and Technology Readiness**	61
Table 4.14	**Regression Model Analysis with the Existence of Moderating Variable for Model 2**	62

LIST OF FIGURES

Figure 3.1	**Research Framework of the Relationship between Online Service Quality Dimensions and Customers' Satisfaction towards e-ticket System**	28

LIST OF ABBREVIATIONS

ACSI	American Customer satisfaction Index
ATM	Automatic Teller Machine
ICT	Information and Communication Technology
KUL / KLIA	Kuala Lumpur International Airport
LCCT	Low Cost Carrier Terminal
MCMC	Malaysian Communications And Multimedia Commission
SST	Self Service Technology
SPSS	Statistical Package for Social Science
TAM	Technology Adoption Model
TR	Technology Readiness
UUMKL	Universiti Utara Malaysia Kuala Lumpur

CHAPTER ONE

INTRODUCTION

1.1 Background

The growing use of information and communication technology (ICT) in services revolutionised the interactions between service providers and customers, and increased the standardisation in many services. ICT in service or electronic service via the internet channel has great impact on changing business and government operations (Rotchanakitumnuai, 2008). This development makes the old adage of services being characterised by frequent customer-employee interaction, high service variability and high cost of serving customers became impractical nowadays as compared to 10-20 years ago (Lovelock and Gummerson, 2004). Service providers introduce self-service technologies (SSTs) to increase productivity and efficiency, and to offer customers access to services via new and convenient channels, thereby better meeting customer demand and increasing satisfactions (Walker, Craig-Less, Hecker, and Francis, 2002).

Self service technology (SST) is a set of customer interface technology that allows customer to produce their own service instead of interacting with a service providing employee (Kottoli, 2005). SST enables customer to perform entire services on their own without direct assistance from employees (Ho and Ko, 2008). Examples of SSTs include ATM's, internet banking, online ticketing, or fully automated phone systems. SST or electronic service can assist in enhancing service to customers and reducing operation costs to the organisation (Liljander, Gummerus, and Riel, 2006).

In year 2008, Malaysian Communications and Multimedia Commission (MCMC) had reported their estimated Malaysian Internet user for year 2007 as 13,528,200

people, which represent about 47.8 percent of Malaysia's total population (Internet World Stats, 2008). The number of Internet users in Malaysia has drastically increased for the pass eight years from 3,700,000 users in year 2000 to 13,528,200 in year 2007 (Please refer to Table 1.1). The rapid users had led to the booming of electronic businesses in Malaysia which involve the use of Internet and World Wide Web as medium to market and sell products and services to individual customer.

Table 1.1

Internet Usages and Populations Growth in Malaysia

Year	Users	Population	% Pen.	Usage Source
2000	3,700,000	26,645,600	15.0	ITU
2005	10,040,000	26,500,699	37.9	C.I.Almanac
2006	11,016,000	28,294,120	38.9	ITU
2007	13,528,200	28,294,120	47.8	MCMC

Source: Internet World Statistics, 2008, on Internet usages and populations growth in Malaysia.

1.1.1 Overview of Airline Electronic Ticketing (e-ticket)

In year 2002 and 2003, the US airline industry had lost 15 billion since the tragedy in September 2001 and is expected to lose another five billion in 2005 (Will, 2004). Therefore, most airlines companies have attempted to improve business values and minimise losses by implementing all kinds of business strategies such as cutting jobs, eliminating route, decreasing infrastructure, streamlining production costs, improving customer services, and creating a profitable market (Will, 2004). Out of all, one of the most effective solutions for increasing business value, attracting more customers, and increasing customer satisfaction is to provide the Internet-based low-fare air travel electronic tickets (Marks, 2004). Currently, many airlines are

utilising their own websites to market and sell their products to current and potential customers who purchase their tickets online (Hanke and Teo, 2003). Through the expanded use of the Internet-based ticketing, airlines are able to reduce labour costs and in some cases eliminate commissions altogether so as to improve profit margins.

An airline electronic ticketing or e-ticket is used to represent the purchase of a seat on a customer airline, usually through a website or by telephone. An airline e-ticket combines the issue and delivery of the ticket into a single operation which is a more practical and faster option to conventional manual airline ticketing, effecting sizeable savings for both airlines and travel agents. This form or airline ticket is rapidly replacing the conventional paper tickets as airline companies frequently charge extra for issuing them. The e-ticket saves airlines money because they do not have to spend money and postage issuing paper tickets. The e-ticket is also more reliable, since the travellers need not depend on the mail to receive the ticket, or on a ticketing clerk at the airport, who may not know a ticket was to be held for the travellers at the counter. An e-ticket is also cheaper than a paper ticket. US airlines routinely charge about $20 US Dollars (USD) to issue a paper ticket. This helps offset printing and postage charges. Older travellers would often rather have a paper ticket, and will pay the extra fee, but most travellers prefer the convenience of the e-ticket.

Using the e-ticket generally consists of having the reservation information printed and ready for inspection. If online check-in is available, the travellers are always advised to take advantage of this procedure. If this is not feasible, travellers may be able check in at the electronic kiosk for their airline at the airport, or they can always check in at the ticket counter itself. When checking in at the ticket counter, the travellers will show the e-ticket reservation information to the agent and have the boarding passes printed out there. Although all major US airlines and most major world airlines use the e-ticket, not all airlines do. It is always advisable to check and see if an

e-ticket will be accepted at the ticket counter. This is especially true for travellers flying on a major airline's codeshare partner. The main airline will probably honour an e-ticket, but the codeshare partner may or may not. An e-ticket can be purchased directly from an airline's website, from a travel site or from a travel agent. However, reservation information should always be printed out and available, since computers can crash and the travellers may need to show the information to a security agent. With an e-ticket, travellers can feel a bit more secure about the status of their airline.

1.1.2 Airline Electronic Ticketing by AirAsia Berhad (AirAsia)

AirAsia Berhad is a low-cost airlines company based in Kuala Lumpur, Malaysia which operates schedules domestic and international airlines. AirAsia is the Asia's leading low fares airline and has pioneered the low cost carrier in Asia. It is the first airline in the region to implement electronic ticketing (fully ticketless travel) and unassigned seats (Wikipedia, 2010). According to the company's annual report 2009 which published on Bursa Malaysia Berhad web site, AirAsia had obtained a total net profit of RM549,000,000.00 for the financial year. The company's net income for financial year 2006 was reported as RM201,700,000.00 (Bursa Malaysia, 2008).

AirAsia has been expanding rapidly and is very popular among the travelling public due to its frequent low fares deals. It main base is the Low Cost Carrier Terminal (LCCT) at Kuala Lumpur International Airport (KUL). Its affiliate airlines Thai AirAsia and Indonesia AirAsia fly from Survanabhumi Airport, Thailand and Soekarno-Hatta International Airport respectively (Wikipedia, 2010).

AirAsia has progressively launched value added services into the airline option. On April 24, 2007, AirAsia introduced the web check-ins which made AirAsia Berhad the first airline in Malaysia to offer the ability to

check-in online and print out boarding pass. It now available for Malaysian domestic travel only and for those with no check-in baggage. On the pipeline, after launching web-check ins and kiosk check ins, AirAsia has introduced PDA check-ins (Wikipedia, 2010) .

1.1.3 The important of Online Service Quality and Customer Satisfaction

Quality of service in doing business has become an issue of great concern. Many organisations try to self-assess and measure quality of service delivered. At the same time, significant progress has been made in the development of e-government services. It is clear that quantitatively we have reached a critical level of online services; but what about the quality of those services? While more and more citizens and enterprises use the online services, various problems related to quality e-services still exist. Some of the problems faced by the users are such as not being able to find the needed service or information, difficult to use e-services, the need for better help regarding the e-service provided in the web site, the language understand ability, and others. These, together with issues like back office efficiency and system reliability, create the need of a quality perspective in the development and provision of e-government services.

In quality management, one major factor that influences online users to adopt electronic service is the quality of the system. Many studies have developed a number of electronic service quality models (Parasuraman, Zeithmal, and Malhotra, 2005; Loaicono, Watson, and Goodhue; Barnes and Vidgen, 2002) to measure perceived online quality by customers. Quality of e-services approaches focus on the quality delivered itself. A quality model which allows the specification of quality service dimensions and the relations between them will have significant impact on the improvement of online services such as e-ticket system and on the increase of customer satisfaction (Halaris, Magoutas, Papadomichelaki, and Mentzas, 2007).

Seeing that a good service quality is an important facet in any electronic service either in public or private sector to ensure customer satisfaction, this study will look further the online service quality dimensions on e-ticket system as perceived by AirAsia customers. Several online service quality dimensions from selected online service quality models that are suitable with this study will be used to examine primary online service quality dimensions that lead to customers' satisfaction towards e-ticket system in AirAsia Berhad. Subsequently, using those online service quality dimensions, this study will investigate the relationships of each dimension with customers' satisfaction towards e-ticket system in AirAsia Berhad.

1.2 Problem Statement

To understand the importance of customers satisfaction, consider these facts: customer with problems usually don't react and only 4% of them complain; normally a person tells 9 other people about it; while satisfied customers tell 5 other people about their good experience; keeping a current customer costs about 1/7 of the cost acquiring a new customer; retaining a current employee costs one tenth of hiring and training a new one. These facts; highlight the crucial role of satisfying customers which brings employee satisfaction; hence, the profit maximisation of the company.

Therefore, AirAsia needs to understand that to what extend their customer would be satisfy. Online ticketing system is the first entry point of customers towards AirAsia services given. This satisfaction has positive influences on retaining customers among different variety of service or product that AirAsia offers in the next process. From time to time it shows that the level of acceptance among AirAsia customers towards e-ticket system is increased. However, the statistic does not indicate the level of quality provided by AirAsia Berhad in pursuing the e-ticket service to the customers. For instance, the e-ticket system has been malfunctioning and crashing down as well as giving error message due to heavy

traffic (high spike of online visitors) during the peak seasons (school holiday) or during special campaign (The Star, March 30, 2008). As a result of this problem, some customers have shown unwillingness to complete the transactions via the internet channel. The e-ticket service quality in Malaysia as perceived by AirAsia customers is still an issue of great concern as to any other service quality. Therefore, it is important for the AirAsia Berhad to look into self service technology quality dimensions as perceived by customers to achieve the service quality as expected by them.

1.3 Research Questions

The two main research questions for this study are:

1.3.1 What is the level of customers' satisfactions towards AirAsia Berhad e-ticket system?

1.3.2 What are the significant factors that influence AirAsia Berhad customers' in using e-ticket system?

1.4 Research Objectives

The main objective of this study is to examine the relationship between online service quality dimensions with customers' satisfaction towards e-ticket system. In summary, the specific objectives of this study are as follows:

1.4.1 To examine the relationship between functionality and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.4.2 To examine the relationship between efficiency and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.4.3 To examine the relationship between convenience and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.4.4 To examine the relationship between privacy and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.4.5 To examine the relationship between ease of use and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.4.6 To investigate the moderating effect of technology readiness on the relationships between online service quality dimensions and customers' satisfaction towards AirAsia Berhad e-ticket system.

1.5 Scope of Study

This study was conducted on part-time UUMKL students who had experienced in using AirAsia Berhad electronic ticketing to purchase their airline tickets. It is mainly focussing on customers' satisfaction towards the operation of e-ticket system itself and not to obtain any views on the technical parts on how this system is operated. In the other word, this research only focussing on customers' (Internet users) satisfaction towards the effectiveness of e-ticket system as one of the self service technology introduced by AirAsia Berhad in order to fulfil the company's slogan which is "Now Everyone Can Fly".

1.6 Limitation of Study

Due to time and resources constraints, this survey was conducted primarily in UUMKL. The sample might be able to represent the whole AirAsia customers' (Internet users) point of view in Klang Valley. Almost all the students are working in the Klang Valley area and nearby. It is believe that a more generalise results shall obtain if samples are diversified from different areas of Malaysia.

Besides, the data for this survey has been collected within a short period of time where it only provides a snapshot in the particular time frame. Hence, the findings could have been reinforced if the research had been a longitudinal one.

1.7 Organisation of the Study

This study consists of five chapters. The current chapter gives an overall picture of the study including the study background, the overview of electronic ticketing, the important of online service quality and customer satisfaction, the problem statement, the objectives, the scope and, limitation of the study.

The remainder of this research starts with Chapter Two which explores the theoretical framework that is applied in this study. This chapter comprises the theories and literature review on online service and self service technology (SST), online service and SST service quality dimensions, online service in private sector and also customer satisfaction towards online service quality. This chapter also invokes the theoretical framework and most importantly the development of hypotheses.

Meanwhile, the methodology used in the study, target respondents, study instrument and data collection procedure are outlined in Chapter Three. Then, the data analysis and result are discussed in detail in Chapter Four. Lastly Chapter Five summarizes the conclusions drawn form the study, presents several limitations in the study and recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the relevant literature related to the study. Section 2.2 defines about online services and gives an overview concept of electronic services system. It also mention about some literature on online services and self service technology. Besides, it explains the relevant literature on the traditional service quality and the online service quality as well as SST service quality. This literature discusses about some other previous research on the service quality models that applicable and suitable to either traditional service or online services. In this section, also defines about customer satisfaction and states some previous review how to evaluate customer satisfaction. Subsequently, discusses the relationship between service quality dimensions and customer satisfaction. Lastly, section 2.3 summarises the arguments and discussions of the whole chapter.

2.2 Definition/Concept

2.2.1 Online Service

At the simple way, online service can defined as electronic provision of a service to customer. Online service system as defined in Whatis.com is a name that (http://searchSA.techtarget.com/sDefinition/ 0,sid21_9c214190, 00.html) is used to describe its provision of online access by users to a company's applications and data. From this simple definition, it is clearly stated that there is a difference between traditional/counter service and online service in which online service use the electronic device (application and data). The counter services involve customer-to-website interaction. The principle goal of online is to enable customers to function

independently and to conduct numerous transactions on their own (Ho and Ko, 2008).

Online service is also known as web-based service, e-service, and self-service technology. SST such as e-ticket enables customer or customers to perform entire services on their own without direct assistance from employees. In other words, self service customers perform service related activities that otherwise would have been performed by the employee (Ding, Verma, & Iqbal, 2007). Other examples of SSTs include ATM's, Internet banking, online air ticket reservation (e-ticket) or fully automated phone systems.

An overview of previous literature in SST also suggests that users prefer self-service to traditional service for several reasons, which include time saving (Howard & Worboys, 2003), cost saving (Dabholkar, 1996; Globerson & Maggard, 1991), personal behavioural control (Dabholkar, 1996), and ease of use (Zeithaml et al., 2000; Yang & Jun, 2004). Other previous researchers also have investigated the characteristics and importance of SST in service delivery (Curran and Meuter, 2005; Lee and Allaway, 2002). Lee and Allaway (2002) studied whether the provision of more personal control to consumers can reduce their perceived risk, enhance the perceived value of self service, and include greater adoption intention associated with the innovation.

Since the SST is still a relatively new technology, research in technology adoption provides useful insights into identifying some important dimensions in online service quality. According to the technology adoption model (TAM), users' decisions to adopt a new technology are principally determined by their attitudes towards two overarching factors related to the technology: ease of use and usefulness (Davis, 1989). Perceived ease of use refers to "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989). Since

consumers' use the Internet-based services can be viewed as similar to adoption of new technology, ease of use and usefulness are important factors in evaluating online service quality such as SST.

According to Curran and Meuter (2005), perceived usefulness affects' customers' intentions in continuing to use internet banking services. One aspect of perceived usefulness is the ability of the customer to control the task: when customers are under "self-control", they are willing to accept new technology (Lee and Allaway, 2002). Ho and Ko (2008) indicated that SST characteristics which are ease of use, usefulness, cost saved, and self-control have a positive effects on customer value and customer readiness in service process. Their study found that customer value and customer readiness are determinant factors affecting customers' continued use of internet banking (SST) and therefore enhance customers' satisfaction towards the SST. Based on this literature regarding continued used of SST, customers' decision to continue using SST may be affected by different factors. Customers' decision to continue using SST can be an indicator of customers' satisfaction towards the SST. Thus, this study investigated the SST characteristics as one of the service quality factors that might affect customers' satisfaction towards using the system such as e-ticket is one of the services in Malaysia provided by AirAsia Berhad that used the SST.

2.2.2 Conceptualisation of Electronic Services (e-Services)

Customer perceived service quality has been theoretically represented as consisting of two dimensions. Berry and Parasuraman (1991) distinguish a process and an outcome dimension, whereas GroEnroos (1990) makes a distinction between functional and technical quality. The process or functional quality refers to "how" the service is delivered, while the outcome or technical quality refers to "what" customers receive, the benefits of using the service. GroEnroos et al. (2000) propose that the service offered on the Internet the traditional service concept, consisting of

the core service, facilitating and supporting services, needs to be extended with fourth factors, the user interface. As noted by GroEnroos et al. (2000), it is often difficult to differentiate between facilitating and supporting services. A term that has been coined to more generally denote services that are not part of the core service is supplementary services (Anderson and Narus, 1995). Facilitating and supporting services are both closely connected with core service. For an online bookseller facilitating services could be search facilities, an invoice archive and secure payment methods. Book reviews and personal recommendations could be interpreted as supporting services. In addition, independent, though related products that are neither facilitating nor supporting the core service can be offered through the portal site. In the case of medical portal, we could think of self-contained products, such as specialised financial services, insurances, a travel agency, an option to purchase medicine online etc.

Szymanski and Hise would suggest preserving the adjective "complementary" for those products, in order to distinguish them from supplementary services. Whereas supplementary services have the potential to add value to the core service, complementary services are self-contained products that do not add value to the core service, but have the potential to add value to the portal in its entirely. Finally, the functionality, outlook, logic and usability of the site constitute the user interface. Core, supporting and complementary services can be interpreted as "what" customers receive. The user interface and, at least to a certain extent, the facilitating service describe "how" the service is delivered to customers. Supplementary services are used to differentiate the service from similar competing offerings and to add value to customers (Anderson and Narus, 1995; GroEnroos et al., 2000)

However, Anderson and Narus (1995) observe that companies often misuse them by not investigating which supplementary services customer actually need and value. The authors suggest that "customers are understandably

happier when they are offered services for free" (Anderson and Narus, 1995, p. 77), However, when supplementary services are not customised to the targeted customer segment but offered indiscriminately and unprofitably to everyone, their added value can be limited, both to customers and to the firm. Anderson and Narus addressed inter-firm services, but their observations seem to apply to private customers as well (Zeithaml et al., 2000). Because of high costs involved in upkeep and development of supplementary services, it seems especially important for companies to find out whether they are positively valued by customers and how they affect satisfactions and e-loyalty.

All components of e-service offer are expected to influence overall satisfaction with a portal site offering, if customers perceive them to be superior to their expectations, compared to competitors' e-offerings or similar services of the "brick-and-mortar" kind. It seems likely that the added value of complementary service, as define above, will depend not only on its individual quality, but also on the degree of fit with core service offering.

2.2.3 Traditional Service Quality

Customer perceived service quality can be defined as a global judgement and attitude relating to superiority of service relative to competing offerings (Parrasuraman, Zeithaml, and Berry, 1988). Over the past three decades, numerous researchers have sought to uncover the global services attributes that contribute most significantly to relevant quality assessments (Parrasuraman, Zeithaml, and Berry, 1985; Dabholkar, 1996). Among them, the Parasuraman et al. (1985) work has been regarded as most prominent, which revealed ten dimension through focus group study: tangibles, responsiveness, reliability, communication, credibility, security, competence, courtesy, understanding the customer, and access. Later, these ten dimensions were further purified and distilled to five: tangibles,

reliability, responsibility, assurance, and empathy, which constituted the base of a global measurement for service quality, SERVQUAL (Parasuraman et al., 1988).

According to Parasuraman et al. (1988), this measurement is conceptualised as the difference between what the consumer expects to receive and his/her perceptions of the actual service delivery. The further acknowledged that if expectations are not met on any of these dimensions, satisfaction discrepancies emerge and the consumer is likely to perceive poor quality rating of the service provided. SERVQUAL has been applied by various researchers to numerous service industries whether that industries offer traditional services or e-services as means of gauging service quality. The primary value of SERVQUAL lies in its powerful benchmarking diagnostic and perspective tools (Kettinger and Lee, 1997). However, it has been subjected to critical conceptual and empirical assessments (Cronin and Taylor, 1994). It is apparent that SERVQUAL may not be sufficient for measuring service quality across industries and situation, or in other words may not be sufficient to measure online service quality.

2.2.4 Online Service and SST Service Quality

It seems that the growing use of information technology and the emerged of self-service technology create a challenge to public and private sector to evaluate their service quality. Service quality is one of the key factors in determining the success or failure of online service or e-service. Consequently, researchers tend to find a new model to evaluate and determine service quality dimensions that accommodate to e-service environment. Apparently, service quality dimensions in e-service are distinct from service quality dimensions in traditional service as those two services are different in many ways. Thus, a different measurement should be used in order to measure online service quality as to traditional service.

As mentioned above the SERQUAL instruments may not be sufficient for measuring service quality in online business and service environment. This is because the instrument does not consider unit facets of online service quality, since the five dimensions in SERQUAL model primarily address customer-to-employee, but not customer-to-Web-site interactions. Since the existing literature is not yet rich enough to provide a sound conceptual foundation of e-service quality, Santos (2003) has done an exploratory research to develop and understanding of the detailed determinants in e-service quality and their impact on consumer attitude. Santos (2003) identified, through focus group interviews, two categories of online service quality dimensions that influence customer retention that are incubative and active groups. The incubative dimension is defined as the proper design of website, how technology is used to provide consumers is easy access, understanding and attractions of a website (Santos, 2003). According to her, elements in the incubative dimensions include ease of use, appearance, linkage, structure and layout, and content. The active dimension is defined as the good support, fast speed, and attentive maintenance that a website can provide to its customers, the dimensions in the active group are primarily associated with online customer service quality. They are reliability, efficiency, support, communication, security, and incentive. Santos further iterated that active dimensions increased customer retention and encouraged positive word-of-mouth referral. The e-service quality model developed by Santos in her study can be of assistance to all companies that engage e-commerce to understand e-service quality and therefore achieve high customer retention, customer satisfaction and profitability.

Accordingly, some researchers have attempted to identify key attributes that best fit the online business environment. Loiacono et al. (2002) used the general theoretical frame of the Theory of Reasoned Action and the Technology Acceptance Model as starting points to develop a measure of website quality that predicted consumer reuse of the site. The development

and validation process of a web site quality measure is presented, with 12 core dimensions: informational fit-to-task, tailored communications, trust, and response time, ease of understanding, intuitive operations, visual appeal, innovativeness, emotional appeal, consistent image, on-line completeness, and relative advantage. This scale is known as WebQual. This scale's primary purpose is to generate information for the Website designers rather than to measure service quality as experienced by customers.

Kelly and Vidgen (2005), conducted a series of studies to develop an effective instrument, in the beginning named Webqual and then renames as E-Qual, to measure the quality if various websites such as online bookstores, auctions sites, knowledge sharing, digital library and e-Government (Barnes and Vidgen, 2002, 2003). According to them, E-Qual uses 23 item survey instruments to capture the subjective perception of users. They have revealed three prime components from the analysis of E-Qual survey data which were usability, information quality and service interaction quality. They further iterated that each component has implications for the supplier of a website. Usability includes item such as "easy to navigate" and "easy to learn and operate", information quality requires that an organisation has defined content management procedures such as "believable information", "accurate information" and "timely information", and service interaction quality is concerned with how an organisation parents itself and conducts business in virtual world.

Further, Yang, Jun, and Peterson (2004), through content analysis, have identified 17 online service quality dimensions that are assorted into there groups: customer service quality, online system quality, and product portfolio. Their study proposed six factors online service quality scale which has appropriate reliability and validity in every aspect and has only 20 scale items. The six factors identified by them are reliability, responsiveness, competence, ease of use, security, and product portfolio.

Yang et al. (2004) found that all the derived dimensions contain many traditional service quality aspects. However, they do have found some unique characteristics related to e-commerce such as the factors of ease of use, security, and product portfolio. According to them, the contents of the website should be concise and easy to understand because the simplicity and smoothness of the whole transaction process is a critical important factor to ensure customer satisfaction from the internet. They also stated that security factor is importance in e-service as many customer s are concerned with the risk associated with online transaction and privacy of sensitive personal information. The regression analysis results from this survey indicated that responsiveness, reliability, product portfolio, and ease of use are considered important for both overall service quality and satisfaction (Yang et al., 2004).

Zeithaml, Parasuraman, and Manhotra (2002) and Parasuraman et al., (2005) used the means-end framework as a theoretical foundation and conceptualised, constructed, refined, and tested a multiple-item scale named E-S-QUAL for measuring the service quality delivered by websites on which customers shop online. The purpose of E-S-Qual is solely to measure the service quality of the websites. Other experiential aspects such as fun or pleasure do not fall within conceptualise domain of service quality because such aspects were distinct benefits that may not be relevant to all contexts or to all customers. Two stages of empirical data collection revealed that two different scales are necessary for capturing electronic service quality. Those two scales are E-S-QUAL and E-RecS-QUAL which is also subscale to E-S-QUAL.

The basic E-S-QUAL scale that is relevant for a web site's entire customer base has 22-item scale in four dimensions. The E-S-QUAL dimensions are efficiency (the ease and speed of accessing and using the site), fulfilment (the extent to which the site's promises about order delivery and item availability are fulfilled), system availability (the correct technical

functioning of the site), and privacy (the degree to which the site is safe and protects customer information). The result in Parasuraman et al. (2005) reported that efficiency and fulfilment are the most critical and equally important facets of web service quality. Their finding also found that of the four E-S-QUAL dimensions, customers' assessments of the website on these two dimensions have the strongest influence not only on overall quality perceptions but also on perceived value and loyalty intentions. According to them the system availability dimension also a critical contributor to customers' perception of overall quality, value and loyalty intentions.

The second scale, E-RecS-QUAL (service recovery) which is salient only to customers who had non-routine encounters with the sites, contained 11 items in three dimensions. Those dimensions are responsiveness (effecting handling of problems and return through the site), compensation (the degree to which site compensates customer for problems), and contact (the availability of assistance through telephone or online representatives). The finding from Parasuraman et al. (2005) also indicated that the three recovery-service dimensions and the perceptual attributes they contain imply service aspects that mirror aspects of traditional service quality. Both scales stated above, whose specific purpose is the measurement of website quality, have been subjected to reliability and validity tests and demonstrated good psychometric properties.

The foregoing literature reviews have empirically developed scales to measure service quality of internet services and website design. However, some service quality issues that are important to SST consumers are not fully reflected in these internet-based scales. Lim and Hsieh (2006) conceptualised, constructed, refined, and tested a multiple-item scale that examined key factors influencing SST service quality. Their research was based on both deductive and inductive scale development approaches. They discussed the theoretical background and previous research in order to

derive SST service quality dimension deductively, while undergoing a series of qualitative studies and discussing findings in relation to existing theories. Based on those findings, an initial pool of scale items were developed, employing substantive and empirical considerations throughout the scale refinement process, increasing confidence in the factor structure f the scale. They then analysed the results of various reliability and validity tests as well as scale replication using several different samples. Through these qualitative studies in four separate phases, a 20-items seven-dimensions SST-QUAL scale demonstrating sound psychometric properties was developed that includes functionality, enjoyment, security, assurance, design, convenience, and customization.

Based on the above mentioned studies and in line with the objectives of e-ticket, the present study looks into service quality factors that affect customers' satisfaction toward using e-ticket system. This study will adapt, integrates, modify the service quality dimensions in E-S-QUAL and SST-QUAL that would be appropriate to e-ticket system in AirAsia Berhad. The reason to investigate both models is because both models are quite similar of items used to measure each dimension and certain dimensions in both models are more suitable to measure online service such as e-ticket. This present study need to use and integrate both models because certain dimensions in both models are not relevant to present study. Thus, integration between both models is more appropriate to this present study. Another reason for integrating both models is because e-ticket system does not fulfil the whole characteristics of SST in which e-ticket system is not fully self-control. Some of customers still need the AirAsia staff for assistance especially to those who are not familiar with computer. Therefore, integration of those service quality dimensions is more suitable to this present study.

2.2.5 Customer Satisfaction

Customer satisfaction is an important theoretical as well as practical issue for most marketers, and consumer researchers. Customer satisfaction is generally described as the full meetings of one's expectations (Jamal and Naser, 2003). Customer satisfaction is the feeling or attitude of customers towards a product or service after it has been used. For instance, if customers are satisfied with a particular service offering after it's used, then they are likely to engage in repeat purchase and try line extensions. Satisfaction plays a particularly important role in competitive environments such as e-commerce because of its impact on customer loyalty.

Customer satisfaction has been studied in marketing literature. Yang and Fang (2004) mentioned that customer satisfaction entails the full meeting of customer expectation of the products and services. They stated that if the perceived performance matches or even exceeds customers' expectations of services, they are satisfied. If it does not, they are dissatisfied. In the real world, unsatisfied customers tend to create negative word mouth-of-mouth and convey their negative impression to other customers (Amin and Isa, 2008; Jamal and Naser, 2003; Pinho et al., 2007). These positive and negative word mouth-of-mouth communications are very useful in Asian countries such as Malaysia, where social life and culture are structured in a way to improve social relationships among them. Previous research identified various factors that determine customer satisfaction. The SERQUAL dimensions were explanatory variables in predicting customer satisfaction and the reliability dimension had highest impact on overall customer satisfaction (Pinho et al., 2007).

While Parasuraman et al. (2005) stated that the E-S-QUAL dimensions have an impact on overall quality, perceived value and loyalty intentions. These three variables have been mentioned as the antecedents of customer satisfaction. The SST service quality dimensions also have a significant

positive influence on SST-satisfaction (Lin and Hsieh, 2006). According to them, higher perceived service quality is more likely to lead to satisfied customers who have behavioural intentions regarding SSTs. The also confirmed that the more satisfaction customer experience when using SSTs, the more likely they are to use it again and recommend it to others.

Fornell, Johnson, Anderson, Cha and Bryant (1996) introduced the American Customer Satisfaction Index (ACSI) in order to measure customer satisfaction in new economy. According to them, in the new economy, producing more is not necessarily better to any organisation in evaluating the financial health in the organisation. According to them again, in this new economy, in a competitive world, the measurement of the quality is important as well as quantity. The ACSI measures the quality of the goods and services as experienced by the customers that consume them. According to Fornell et al. again, the ACSI has three antecedents: perceived quality, perceived value and customer expectations. In this model, the first determinant of overall customer satisfaction of overall customer satisfaction is perceived quality or performance which is also used in the present study to examine the relationship between service quality and customers' satisfaction. Using the ACSI model, the result showed that perceived quality has a direct and positive effect on overall customer satisfaction. The, the measurement items in ACSI model are quite relevant and suitable to apply in this present study in order to evaluate customers' satisfaction towards e-ticket service quality.

Ha and Panda (2008) done a research on customer satisfaction in order to find out determinants and effects of customer satisfaction on the internet. Their research found that perceived value is positively related to satisfaction. Their result also indicated that satisfaction positively affects loyalty and repurchases intentions.

2.2.6 Service Quality Dimensions and Customer Satisfaction

Service quality has assumed an increasingly crucial role in both private and public organisation and us a very important requirement for consumer/citizen satisfaction (Pinhoet al., 2007). Researchers have paid much attention to the close relationship between service quality and customer satisfaction (e.g. Parasuraman et al., 1988). Yang et al. (2004) suggested that service quality is more specific judgement, which can lead to a broad evaluation, customer satisfaction. The question is how exactly will particular service quality dimension influence customer satisfaction formation? He further stated that customer satisfaction entails the full meeting of customer expectations of products and services. If the perceived performance (perceived quality) matches or even exceeds customers' expectations of services, they are satisfied. Zieithaml et al (2002) found that service quality (SERVQUAL dimensions) bring about a greater degree of perceived satisfaction. Othman and Owen (2002) suggested that there is a strong link between SERVQUAL and customer satisfaction. It same goes to Pinho et al. (2007) which also found that there is a significant and positive relationship quality and customer satisfaction.

Most of prior studies examined the association between SERQUAL dimensions with customer satisfaction in various private or public online services as being mentioned above. Previous research also has found that there is significant association between online service quality and customer satisfaction (Yang and Fang, 2004). Parasuraman et al. (2005) also found that relatively there is association between online service qualities with perceived value and customers' loyalty. Perceived value and customers' loyalty are indicators that lead to customer satisfaction. Consequently, previous study proved that there is a significant and positive relationship between online service quality and customer satisfaction. Conversely, this study postulates a relationship between e-ticket service quality and customers' satisfaction using online service quality dimensions used in

SST-QUAL as well as E-S-QUAL. This present study then evaluate specifically relationship between each of online service quality dimensions and customers' satisfaction towards e-ticket system provided by AirAsia Berhad. The moderating effect of technology readiness on the relationship between online service quality dimensions and customers' satisfaction also examined in this study. Thus, the theoretical framework of the relationship between online service quality and customers' satisfaction for this study is developed and discuss in next section.

2.3 Summary

As a summary, this chapter has brought forth the argument that there is several service quality models have brought out in order to measure the traditional service quality as well as online service quality. This chapter also offers some literature review on the relationship between service quality and customer satisfaction and also some other antecedent variables to customer satisfaction. The literature review presents that different online service offer by organisation. Most of the literature aggress that traditional service quality measurements are also appropriate to apply in online service quality measurements. However, there is also argument that traditional service quality measurements are not appropriate to apply in order to measure the online service quality.

This chapter also provide insight views on online service itself and the different with traditional service which explain the reason for different service quality applicable to use. The most important view in this chapter is the argument on the impact of various online service quality dimensions towards customers' satisfaction. The literature review discusses about which service quality dimensions that most lead to satisfaction and dissatisfaction. Most of the prior literature mentioned that the entire online service quality dimensions lead to customers' satisfaction. However, there is a different in a degree of satisfaction among those dimensions.

Consequently, this present study employs some of online service quality dimensions in order to examine those dimensions relationship with customers' satisfaction toward using the e-ticket system. In the following chapter, the methodology use in this study was further discussed in detail.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses on how this research has been conducted via quantitative methods. The outlines of the research framework and hypotheses development which presents and discusses the independent, dependent and moderating variables for this present study elaborated in this chapter. This section also states the hypotheses development relevant to this present study by discussing some literature review on efficiency, functionality, privacy, convenience, ease of use and also relationship with customer satisfaction. Discussion on moderating effect of technology readiness in relationship between online service quality and customers' satisfaction towards e-ticket system also mentioned in this section. Research design including questionnaires items for construct measurement, population and sample selection, sampling procedure and data collection techniques were illustrated as well.

3.2 Operational Variables

The independent variable in this study is online service quality. The dimensions of this variable are (i) functionality; (ii) efficiency; (iii) convenience; (iv) privacy; and (v) ease of use. The questionnaires pertaining to online service quality are covering these dimensions.

The dependent variable in this study is customers' satisfaction. Respondents were asked to rate their satisfaction toward using the e-ticket system.

The moderator variable in this study is technology readiness. A moderating variable systematically modifies either the form and/or the strength relationship

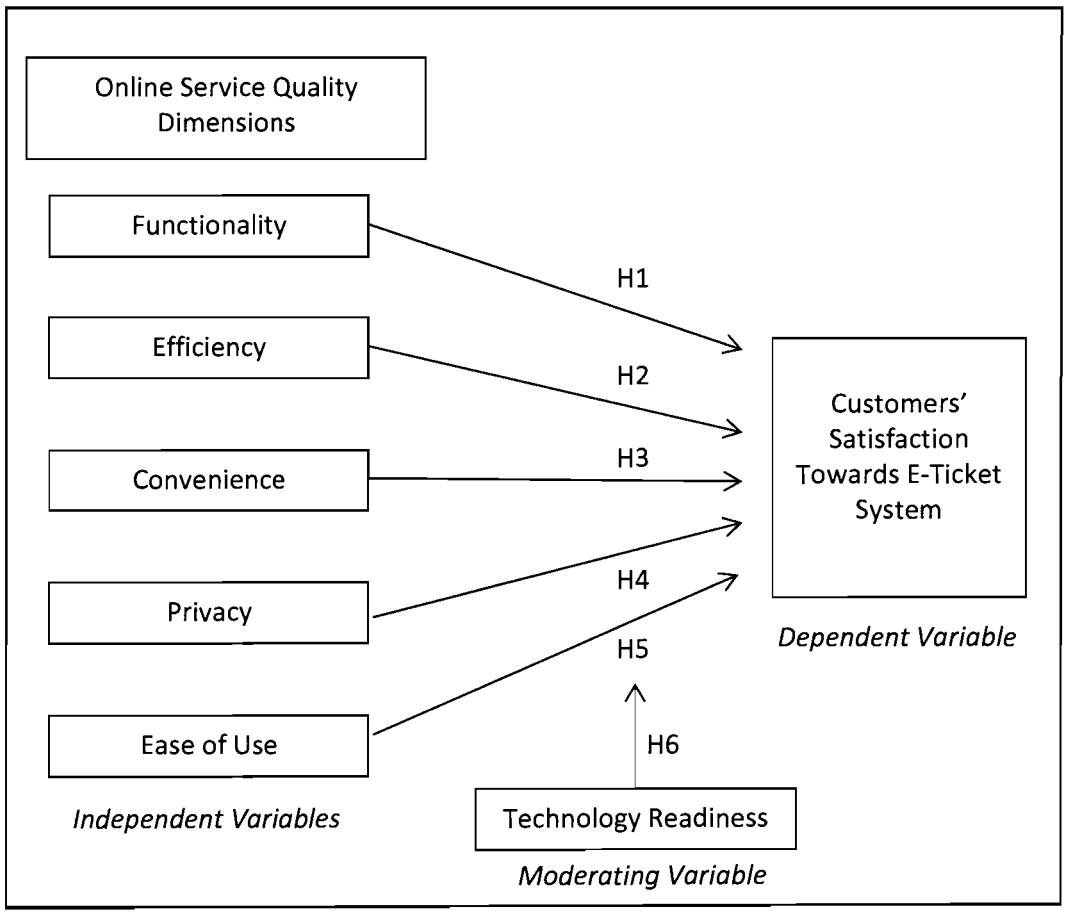
between a predictor and a criterion variable (Sharma, Durand and Gur-Arie, 1981). In this context, predictor is the independent variable (functionality, efficiency, convenience, privacy and ease of use) and criterion variable is the dependent variable (customers' satisfaction).

3.3 Research Framework

Figure 3.1 below presents the theoretical framework of this study. The theoretical framework shows that the dependent variable of customers' satisfaction is influenced by the independent variables –functionality, efficiency, convenience, privacy and ease of use. These independent variables are dimensions of online service quality. The theoretical framework also shows the moderating variables technology readiness in the relationship between independent variables and dependent variables. Previous studies found that perceived service quality and customer satisfaction can be influenced by technology readiness (Liljander et al., 2006; Lin and Hsieh, 2006). In other words, technology readiness as independent variable was found to have significant relationship with service quality and customer satisfaction respectively. However, this present study investigate technology readiness effect as moderating variable instead of independent variable in order to examine whether technology readiness existence can affect relationship between online service quality dimensions and customers' satisfaction. This is because the existence of technology readiness as moderating variable in this study gives indicator that enhancement of online service quality dimensions can only increase customers' satisfaction if they are willing to the e-ticket system. Additionally it is expected that the existence of technology readiness as moderating variable indicates certain online service quality dimensions be no more significant in increasing the customers' satisfaction. This is because the customers' acceptance of the system shows that they are already understands some of the conditions related to the system such as privacy, convenience and others. In other words, result in this study reveal that acceptance of e-ticket system demonstrates unimportant online service quality dimensions in increasing the satisfaction.

Figure 3.1

Research Framework of the Relationship between Online Service Quality Dimensions and Customers' Satisfaction towards e-ticket System



3.4 Hypotheses

Based on the theoretical above, the researcher proposed hypotheses as follows:

H1: The functionality has a positive and significant relationship with the customers' satisfaction.

H2: The efficiency has a positive and significant relationship with the customers' satisfaction.

H3: The convenience has a positive and significant relationship with the customers' satisfaction.

H4: The privacy has a positive and significant relationship with the customers' satisfaction

H5: The ease of use has a positive and significant relationship with the customers' satisfaction.

H6: Technology readiness has a significant moderating affect on the relationship between online service quality dimensions and customers' satisfaction.

3.5 Operational Definition

In the context of this research, operational definitions for every variable are as follows:

3.5.1 Functionality

Functionality refers to the correct technical functioning of the site (Lin and Hsieh, 2006). It is the term used in SST-QUAL model developed by Lin and Hsieh (2006). This dimension is similar to the dimension used in E-S-QUAL model (Zeithaml et al., 2002) known as system availability. Basically, functionality means that customers can use the online system or SST with the minimal effort and all functions of the system are error-free. This situation creates customers' pleasant experience. This generates customers' satisfaction towards the system. Lin and Hsieh (2006) have empirically proved that service quality, for instance functionality is positively related to satisfaction with SSTs. Their finding shows that higher perceived service quality is more likely to lead satisfied customers. Similarly, Parasuraman et al. (2005) also found that system availability (or functionality) has a positive correlation with perceived value and loyalty intentions that lead customers' satisfaction. Based on the foregoing findings, it showed that there is a positive relationship of functionality with customer satisfaction.

3.5.2 Efficiency

According to Zeithaml et al. (2002), efficiency refers to the ability of the customers to get to the websites, find their desired product and information associated with it, and check out with minimal effort. In other words, efficiency means the ease and speed assessing and using the site. Research has been done to examine the relative importance of efficiency dimensions in influencing customers' overall quality and value perceptions and loyalty intentions (Parasuraman et al., 2005). This research was done to examine the e-service quality towards online shopping. In this research, efficiency is measured through eight items. Result showed that efficiency has a positive and significant effect on overall quality, value and loyalty. As being mentioned before, customer satisfaction is the feeling or attitude of customer towards a product or service after it has been used. When customer satisfied with the product or service, it means that the product or service has a high quality, value and creates loyalty intentions towards the product or service. Therefore, the result in previous research presented a positive effect between efficiency and customer satisfaction. Parasuraman et al., (2005) research presented that efficiency is that most important service quality dimension in assessing customer satisfaction towards online shopping. Website of the online shopping is not the same as website of e-ticket because online shopping refers to website of product while e-ticket refers to website of service. However, efficiency dimension is suitable to use in measuring service quality towards website of product or service because it measured the quality of the website itself. Therefore, this present study look further the impact and effect of efficiency toward customers' satisfaction in e-ticket system in AirAsia Berhad. This present study measure efficiency using five measurement items adopted from E-S-QUAL model.

3.5.3 Convenience

Service convenience is defined as consumer perceptions regarding the relative time and effort expended in either purchasing or using a service (Berry, Seiders and Grewal., 2002). In the context of online services, convenience translates into anything that increases comfort while reducing the expenditure of time and effort on the part of the customer. Although the user convenience construct has been extensively studied in the retailing and services contexts, it assumes a particularly importance role in the online environment because online services can be accessed in real time from any location worldwide. A number of authors have depicted convenience as the single most salient advantage associated with online system (Berry et al.,2002; Pinho et., 2007). In fact, an automated website is accessible 24 hours a day and seven days a week, without the need for human operators to keep it functioning. Several authors have acknowledged that service convenience perceptions impact on overall consumer assessment of the service, including satisfaction with the services as well as perceived quality (Berry et al., 2002; Pinho et al., 2007). Yang and Fang (2004) also mentioned that convenience is one of customers' major motives of using internet or any online service. They further iterated that convenience also is one of the most service quality leading to satisfaction because easy accessible with no limited time to access the website, create an ease feeling.

3.5.4 Privacy

Privacy is a key evaluative criterion in online service (Yang and Fang, 2004). Privacy involves the protection of personal information, protecting anonymity and providing informed consent. Privacy risk perceptions have been shown to have a strong impact on attitude to use of online service. According to Parasuraman et al. (2005), privacy refers to the degree to which the customers believe the site is safe from intrusion and protects customer information. Lin and Hsieh (2006) in their research on

relationship between e-service quality and customer satisfaction found that higher perceived quality is more likely to lead to satisfied customers who have favourable behavioural intention regarding SSTs. One of dimension they used in order to measure service quality is privacy. Thus, from this finding, it proves that there is a positive relationship between privacy and customer satisfaction. Similarly, Parasuraman et al. (2005) also found that privacy has a strong impact on attitude toward use of online services. Hence, based on the above findings, this study investigate the relationship between privacy and customers' satisfaction towards using e-ticket system in AirAsia Berhad.

3.5.5 Ease of Use

Ease of uses is mentioned as another factor that affecting customer satisfaction in online service. Davis (1989) stated that perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort". Ho and Ko (2008) defined ease of use as a factor in which the self-service activity provides a clear interface and simple process to ensure customers can us it effectively. Yang et al., (2004) stated that since the web site functions as an information system, the organisation and structure of the website/system should be concise and easy to understand. According to them, the simplicity and smoothness of the whole transactions process is important to ensure customer satisfaction. The complexity of SST can hinder the customers' clarity and ability in completing the task, making the SST difficult to understand and decreasing customers' motivation to use it and thus reduced customer satisfaction. Ease of use is essential to customers' acceptance of the SST. SST service quality can only be measured when consumer accept the SST itself. Consequently, customer satisfaction also can only be measured once the SST is accepted. Thus, this study evaluates the association between ease of use and customers' satisfaction.

3.5.6 Technology Readiness

Studies have indicated that customers often accepts the use of SSTs, but also commonly exhibit anxiety related to operation (Mueter, Ostrom, Bitner and Roundtree, 2003; Zeithaml et al., 2002). These new service options bring flexibility to consumers and result in saving time. Nevertheless, some consumers feel uncomfortable when confronted with an SST. Utilisation of SSTs differs based on individual psychographic characteristics such as technology readiness (TR). Therefore, firm/agencies deploying technology in their services need to understand their customers' readiness to use such SST service. The TR construct is based on four dimensions: optimism, innovativeness, discomfort, and insecurity. TR is important in customers' adoption of SST and it plays a vital role in assessing perceived e-service quality and satisfaction.

TR has been indicated as antecedent of e-service quality (Zeithaml et al., 2002). Meuter et al. (2003) suggested that technology anxiety is related to consumer evaluation of SSTs. In addition, Lin and Hsieh (2006) found that TR is positively related to perceive service quality of SSTs. TR is the overall mental situation that includes positive (optimism and innovativeness) and negative (discomfort and insecurity) feeling when consumers interact with technology based service. Liljander et al. (2006) indicated that TR is related to customer satisfaction with SSTs because a customer with greater attitude, ability, and willingness to adopt technology would be more likely to enjoy and express satisfaction with SSTs than those with lower TR. Further, Lin and Hsieh (2006) indicated that TR is positively related to satisfactions with SSTs. Based on the aforementioned study, this present study evaluate TR as moderating variable in relationship between online/SSTs service quality and customers' satisfaction in context of e-ticket system in AirAsia Berhad.

3.6 Research Design

Research design refers to the plan or strategy of investigation devised to enable a researcher to answer the research question as validity, reliably and economically as possible. It can be defined as a plan for collecting and utilising data so that desired information can be obtained with sufficient precision or so that a hypothesis can be tested properly. The type of research design determines the amount of control a researcher has over the research environment and guides the decisions as to what or whom to observes, how to observe, how to analyse the data, and what types of statistical techniques to use (O' Sullivan and Rassel, 1995).

Table 3.1

Components of the research design

Research design	Type used in the research	Explanation
Type of study	Quantitative	Gathering numerical data using structured questionnaires or observation guides to collect primary data from individuals.
Purpose of the study	Description and hypotheses testing	This study examines and ascertains the characteristics of the variables of interest. Hypotheses testing are used to explain the variance in the dependent or independent variables.
Type of investigation	Correlational study	The researcher wants to establish a mere identification of the important factors 'associated with' the problem.
Extent of researcher interference with the study	Minimal interference	This study is conducted with the minimum interference by the researcher with the normal flow of the work.
Study setting	Contrived setting/field study	Study is conducted in natural environment of the organisation where work proceeds normally.
Unit of analysis	Individuals	Data is gathered from AirAsia e-ticket customers.
Time horizon	Cross-sectional study	Data are collected at one time

The descriptive and causal research methodology is used as principle design method in the study in order to determine the service quality dimensions as well as to establish the cause and effect relationship among the independent variables (functionality, efficiency, convenience, privacy and easy of use) and dependent variable (customer satisfaction). The descriptive design help to provide a clearer understanding of the online quality service dimensions with customers' satisfaction towards using the e-ticket system.

3.7 Selection of Measures

The research measures chosen of the variables being studied are (i) functionality; (ii) efficiency; (iii) convenience; (iv) privacy; and (v) ease of use. The surveys questions are developed by adaption the research questionnaires done by Chen and Barnes (2007) which had been tested and survey before (Please refer to the adapted research questionnaire as attached in Appendix I). The survey questions are categorised accordingly to the measure to suit to the objective and hypotheses of the research for better understanding of the customers' satisfaction towards using e-ticket system in AirAsia Berhad.

3.8 Population and Sampling

3.8.1 Population of the Study

Population refers to the entire group of people, events, or things of interest that researcher wishes to investigate (Sekaran, 2003). The population of interest in this study is the UUMKL's students who had experienced in using AirAsia Electronic Ticketing (e-ticket) system. According to Assistant Registrar of UUMKL, there are 950 part time students who undergoing their study in this campus.

3.8.2 Sampling Method

A sample is a subset of the population and comprises of some members selected from it (Sekaran, 2003). By studying the sample, the researcher should be able to draw the conclusions that would be generalised to the population of interest. In this study, the researcher would use simple random method.

The population of this research is 950 students, which means that the sample size should be 278 as indicated by Krejcie and Morgan (1970). Nevertheless only 139 respondents can be analysed. Initially, first of sampling method was selected from AirAsia customers randomly picked at Universiti Utara Malaysia Kuala Lumpur where the students (customers) are from public or private sectors who had experienced in using e-ticket system. A random sampling survey was conducted from 1st December 2010 to 15th December 2010.

3.9 Questionnaires

Different methodologies can be used to collect data for any research. Unavoidably, the choice of methodology is influenced by researchers' own preference, by the nature of the research question(s) and by pragmatic concern of access (Easterby-Smith, Thorpe, and Lowe, 2003). In line with the tradition of the positivism, this study employed a survey questionnaire approach since it better accomplishes the research aims (Pinho et. al., 2007). This type of data collection was chose as it is easy to administer, flexible to collect a wide range of data in variety of different circumstances, and relative cheap (Moore, 2000). The survey questionnaire consisted of four parts. Part A determine whether the respondent had an experienced in using e-ticket which is this question requires the respondent to answer "yes" or "no". The reason for asking this question is to avoid who never used in the e-ticket. This is because answered from this type of people violate the research objectives. Then, if the answered for this question is "no", the rest of

questionnaire are not be used in the survey analysis in order to avoid any bias answers. Part B addressed issues related to demographic characteristics. This part is using dichotomous and determinant choice questions to gather the respondents' demographic details including gender, age, ethnic group (races), level of education, working place, occupation, and monthly income.

The Part C of the survey questionnaire contained the modified E-S-QUAL and SST-QUAL measurement items and also questions on the respondents' level of satisfaction toward e-ticket service quality, which have been drawn from relevant literature (Zithaml et al., 2002; Parasuraman et al., 2005; Lin and Hsieh, 2006). This part also contained questions on technology readiness measurement items, which is the moderating variable in this survey. This measurement items also adopted from relevant literature (Meuter et al., 2003; Zeithaml et al., 2002). At first, all questions in the questionnaire are mix together and arranged randomly. After pilot study, some modification has been done in which all 25 questions are then separated and group into different constructs according to the theoretical framework. This is because feedbacks received from pilot study show mixed and randomly arranged questions make respondents confused and the situation affects the validity of the questionnaire.

The third part of the questionnaire consists of 25 questions in seven constructs that mix together and randomly arranged. These 25 questions asked respondents to state their agreement towards the e-ticket service quality using seven-point scale which ranged from "1 = strongly disagree" to "5 = strongly agree". These 25 questions consist of five questions about the "functionality", four question on "efficiency", two questions on "convenience", two questions on "security/privacy", four questions on "ease of use", three questions on "satisfaction" and five questions on "technology readiness".

In Part D, one open-ended question is also enclosed in this questionnaire. This open-ended question is a question on respondents' recommendation to enhance e-ticket service quality. This question is basically asking the respondents' opinion on

the quality of the existing service of e-ticket system also how to enhance the quality of e-ticket service in future. In view of the fact that respondents of this present study constitute of individuals from different level of education, background and age, thus, the questionnaire was design into two languages that are Bahasa Malaysia and English. The design of questionnaire in two languages creates easy and pleasant feeling of the respondents to answer the entire questionnaire. It is expected that the response is much higher with the use of those two languages in the questionnaire.

3.10 Data Gathering Method

This study is using quantitative methods whereby it tests the researcher hypotheses. The convenience sampling method is used in order to obtain the respondents' data. This method is selected as it is economical and convenient. The drop-off method is used and distributed at Universiti Utara Malaysia Kuala Lumpur and some students randomly picked private companies and government agencies to target respondents. All questionnaires are collected back for data analysis. A total 278 questionnaires had been distributed and emailed; however, only 152 were returned which provides a response rate of 76 percent. Out of 152 respondents only 139 respondents had experienced in using e-ticket system which represented 91.45 percent. Therefore only 139 respondents' questionnaires were analysed. UUMKL had produced a letter of permission for data and information gathering as per Appendix IV.

3.11 Pilot Testing

A pilot study was conducted on 30 respondents consisted of semester November 2010/2011 Masters Student who were undergoing Law and Ethic class in UUMKL. This study was implemented to determine the reliability and validity of the research instrument through respondents' understanding on the questionnaires given.

After the pilot testing was done, some items were dropped to ensure the reliability of the instruments as well as to reduce the burden on the part of the respondents in answering the questionnaires. To maintain the validity of the research, the researcher has separated the data on pilot study and the main study.

3.12 Testing the Research Instrument

Research instruments were tested by using reliability and validity tests. According to Neuman (2003), reliability and validity is a centralization of issues in all measurement.

3.12.1 Reliability test

According to Sekaran (2003), the reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In other words, the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the 'goodness' of the measure.

The reliability of the data exists if there is repeated testing to measure the same thing which came up with the same result (Salkind, 2006). Reliability is to test the stability of measurement used. The measurement of Cronbach Alpha shows how items used are interrelated among each other. The nearer the Cronbach Alpha is to the value of .1, the higher the internal consistency (Sekaran, 2003). The interpretation of Cronbach Alpha value based on Hair et al (2003) is shown in Table 3.2.

Table 3.2

Interpretation of Cronbach Alpha

Alpha Value	Interpretation
< 0.06	Weak
0.6 – 0.7	Moderate
0.7 – 0.8	Good
0.8 – 0.9	Very Good
> 0.9	Excellent

According to Numally (1978), the value of Cronbach Alpha needs to be within the range of 0.7 to 0.9 to make the items acceptable and the correlation between items is good. However, if the value is moderate within the range of 0.5 to 0.6, this value is still acceptable (Numally, 1978).

3.12.2 Validity test

Validity of instrument is examined by three tests, namely content, predictive and constructs validity (Nunnaly & Berstein, 1994). Content validity is to ensure what extent the measurements used represent that the contents of the instruments were valid and reliable. The predictive validity is often quantified by the correlation coefficient between the two sets of measurements obtained for the same target population.

3.13 Variables and Measurement

The measurement of variables or constructs in this study is basically adopted from previous study. The relevant items in SST-QUAL and E-S-QUAL scales are adapted from Lin and Hseih (2006) and Parasuraman et al. (2005) to measure service quality of e-ticket service. The items used in this study are related to functionality, efficiency, convenience, and privacy dimensions in both models. There are 5-items in functionality, 4-items in efficiency, 2-items in convenience, and 2-items in privacy. Nevertheless, there is some modification was done to SST-

QUAL and E-S-QUAL items to accommodate the specific characteristics of e-ticket system and AirAsia Berhad context. Ease of use dimension is measured using modified 4 items scale used by Ho and Ko (2008) in their research on relationship between ease of use the internet banking and customer value.

Customers' satisfaction with e-ticket service is measured with the three item American Customer Satisfaction Index (ACSI) scale (Fornell et al., 1996). The three-item ACSI scale was developed using a general index and methodology for measuring customer satisfaction with a broad range of consumer goods and services. It also represents a cumulative evaluation of a firm's market offering, rather than an individual's evaluation of a specific transaction, so it is a more accurate indicator of a firm's past, current, and possible future performance (Lin and Hsieh, 2006).

The measurement of technology readiness was adopted from Parasuraman (2000) and Lin and Hsieh (2006). This technology readiness measurement was known as Technology Readiness Index (TRI). The TRI used 36-items in four dimensions which optimism (10-items), innovation (7-items), discomfort (10-items), and insecurity (9-items). Previous study by Parasuraman (2000) used complete set of TR measurements in general to survey random samples of consumers from different type of services. However, Liljander et al. (2006) found that innovation, discomfort and insecurity were not relevant measurements to survey customers of particular services. This might be an indication that the scales are not readily suitable for explaining TR with respect to particular companies and services. Thus, this present study would like to examine the impact of optimism dimension only the relationship between service quality and customers' satisfaction toward e-ticket service in order to avoid the reliability problem of other dimensions in TR scales. It is also shows that this dimension has a positive impact on customer satisfaction (Lin and Hsieh, 2006). To accommodate specific characteristics of e-ticket system, only 5-item in optimism dimensions was adopted to be used in this present study.

3.13.1 Functionality Measurement Items

Table 3.3

Measurement Items of Functionality

Variables Labels	Measurement
FUNC1	I can purchase the airline ticket by using e-ticket system in a short time
FUNC2	The process of purchasing of airline ticket by using e-ticket system is clear and easy.
FUNC3	Using e-ticket system to purchase the airline ticket is effortless.
FUNC4	I can purchase the airline ticket smoothly by using e-ticket system.
FUNC5	Each function of e-ticket system is error-free.

3.13.2 Efficiency Measurement Items

Table 3.4

Measurement Items of Efficiency

Variables Labels	Measurement
EFFIC1	The e-ticket system enables me to calculate amount of ticket charges quickly and easily as it is automatically done by the system.
EFFIC2	The e-ticket system process of transaction is simple and easy.
EFFIC3	Using e-ticket system would enhance my effectiveness in purchasing of airline ticket.
EFFIC4	It is easy to contact a help desk/assistant for technical questions of the system.

3.13.3 Convenience Measurement Items

Table 3.5

Measurement Items of Convenience

Variables Labels	Measurement
CONV1	The e-ticket system has operating hours convenient to users which can perform every hour.
CONV2	The e-ticket system saves time compared to going to a traditional counter. *(Presume that the system is in good condition at all times such no system malfunctioning and crashing down).*

3.13.4 Privacy Measurement Items

Table 3.6

Measurement Items of Privacy

Variables Labels	Measurement
PRIV1	This system shows a message that the user is logged into a secure website when confidential information is provided.
PRIV2	A clear privacy policy is stated when I use e-ticket system.

3.13.5 Ease of Use Measurement Items

Table 3.7

Measurement Items of Ease of Use

Variables Labels	Measurement
EASE1	It is easy for me to learn how to make use of e-ticket system to purchase my airline ticket.
EASE 2	It is easy to complete the instruction in e-ticket system.
EASE 3	It is easy for me to be skilful at using e-ticket system.
EASE 4	I find that the e-ticket system is easy to use.

3.13.6 Customers' Satisfaction Measurement Items

Table 3.8

Measurement Items of Customers' Satisfaction

Variables Labels	Measurement
SATIS1	My decision to purchase the airline ticket by using e-ticket system was adequate.
SATIS 2	Purchasing of airline tickets by using e-ticket system is a pleasant experience.
SATIS 3	Overall, I am satisfied with the e-ticket system service offered by AirAsia Berhad.

3.13.7 Technology Readiness Measurement Items

Table 3.9

Measurement Items of Technology Readiness

Variables Labels	Measurement
TR1	Technology give people more control over their daily lives.
TR2	Services that use the newest technologies such as e-ticket system are much more convenience to use.
TR3	I like the idea of doing business via computers because I am not limited to regular business hour.
TR4	I prefer to use the most advance technology available.
TR5	Technology gives me more freedom of mobility.

3.14 Data Analysis Techniques

The data collected are analysed using the Statistical Package for Social Science Program (SPSS) version 18. However, before data can be analysed, the raw data collected form respondents need to be checked to eliminate data entry errors and missing values. For non responses and data entry errors, adjustment was made

accordingly of it reflects and is consistent with the other answer. If there are more than five missing values or errors in the collected questionnaires, the questionnaires were rejected. Only the questionnaires which are filled completely were accepted for further analysis. In this survey, no data are beyond adjustments and 139 questionnaires remained acceptable and this represents 91.45 percent of all questionnaires returned.

After data checking, the accepted data are coded before proceed to data analysing using SPSS software. The five-point Liked scale for research measures are coded ranging from "1 = strongly disagree" to "5 = strongly agree" in the SPSS data sheet to represent their values. Besides, demographic details are dummy coded, for instant 1 representing Male and 2 representing Female. However, for demographic details such as monthly income which consist of 5 different ranges, there are coded into the similar format ranging from 1=Less than RM3000 to 5=More than RM12,000 in the SPSS data sheet. Finally, all the measures studied are re-coded into respective construct by averaging out the total sum obtained for all measures of each construct to the number of measures in order to gain an average rating respond. For example, functionality dimension in this questionnaire has 5 questions; therefore, the total sum calculated and divided by 5. The same method was implemented on other constructs of this survey.

3.15 Statistical Analysis

Among the tests that were conducted in order to assist the findings are descriptive analysis and regression analysis.

3.15.1 Descriptive analysis

Descriptive statistics are used to explore the data collected and to summarise the data. Coakes and Steed (2007) said that descriptive statistics may be particularly useful if we want to make some general observation about the data collected such as how many makes and females respondents,

the percentage of respondents in term of age, races, education, occupation and others. In addition, descriptive analysis provides information on the distribution of the data as the statistic provides an answer whether the data are normal or not. Normality test is important in a statistical test because it gives an idea on which type of statistical test is the best suited for the data. Descriptive analysis is also important for research that used questionnaire as research instrument. This is because the descriptive analysis provides information on the internal consistency of the instrument through reliability analysis (Sekaran, 2003: Pallant, 2005)

3.15.2 Regression analysis

Regression analysis provides both the statistics for testing the hypothesis as well as quantifying the impact of the independent variables on the dependent variable (causal relationship). Thus, the regression analysis was used in this study.

This study conducts the regression analysis in order to answer the objectives of this study. These objectives were answered the hypothesis H1 to H6 accordingly. Multiple regression models are used to identify the online service quality variables that are associated with customers' satisfaction towards e-ticket system. The hypothesis is rejected or supported based on the results from the multiple regression models as stated in the following paragraph.

Model 1 is employed to examine the relationship between online service quality dimensions and customers' satisfaction for the whole samples. In Model 1, FUNC, EFFIC, CONV, PRIV, and EASE are the independent variables as explained earlier. This model is meant to examine the relationship between independent variables and dependent variable.

Model 1

Customers' Satisfaction (SATIS) = $\beta_0 + \beta_1$ FUNC + β_2 EFFIC + β_3 CONV + β_4 PRIV + β_5 EASE + ε_1

In order to observe the moderating effect of technology readiness on the relationship between online service quality dimensions and customers' satisfaction, Model 2 employed by including technology readiness variable in the equation. In Model 2, all independent variable remain the same. In this model one new variable was introduced which is technology readiness. This new variable is included in the model in order to examine the moderating effect of the variable on relationship between independent variables and dependent variable.

Model 2

Customers' Satisfaction (SATIS) = $\beta_0 + \beta_1$ FUNC + β_2 EFFIC + β_3 CONV + β_4 PRIV + β_5 EASE + β_6 TR + β_7 FUNC TR + β_8 EFFIC TR + β_9 CONV TR + β_{10} PRIV TR + β_{11} EASE TR

3.16 Summary

This chapter has explained the quantitative methods which used by the researcher in conducting this study. The next chapter will discuss the findings of quantitative analysis by using two techniques, i.e. descriptive and inferential statistics.

The questionnaire developed is expected to be adequate enough to measure independent, dependent and moderating variables used in this study. The result form actual study is more accurate in determining the achievement of the objectives. This was discussed in detail later in Chapter Four.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the survey findings and the data analysis. Section 4.2 explains the preliminary analysis and analysis strategies. Section 4.3 presents the descriptive analysis. This section includes the respondents' profiles, result from t-test analysis and ANOVA purposely for description only. Section 4.4 reports the findings on regression analysis. Section 4.4 presents results on Model 1 and Model 2 of the regression equation and some explanations on those findings. Section 4.5 explains the recommendation obtained from open-ended question on enhancement of e-ticket system in order to increased quality of the system. Section 4.6 concludes this whole chapter.

4.2 Preliminary Analysis and Data Analysis Strategies

The data collected was analysed using Statistical Package .for Social Science Software (SPSS). Several procedures have been carried out to ensure the data analysis is accurate. First, 100 percent data screening has been carried out check if there are any keying errors of the data such as wrong coding and missing entries. This procedure is done by inspecting the frequencies for each variable. It is very important to check for any errors such as looking for values that fall outside the range of possible values for a variable. This is because scores that fall outside the possible range can distort the statistical analyses (e.g. t-test, ANOVA, regression) (Pallant, 2005). All errors must be corrected before total scores for these scales are calculated in order to avoid any misrepresent of statistical analysis. Results from data screening show that there is no errors in data entries and all values are coding correctly.

Prior to doing many of the statistical analyses (e.g. t-test, ANOVA, regression) it is important to check that any of the 'assumptions' made by the individual tests is not violated. Testing the assumption usually involves obtaining descriptive statistics on variable and testing for normality on distribution of score of variables. Before discussing the descriptive statistics in this study, the result normally test was explained. The summated scale was used to compute the mean score of variables in order to analyse normality of the data. In this study, the normality of the distribution of scores for the Total score of all measurement variables is assessed.

Before statistical analyses are to be carried out, the collected data must be tested for their reliability. In order to conduct explanatory factor analysis on the survey instruments, the sample size of the survey must achieve the standard requirement of 100 samples or more (Hair, 1998). In this study, the size of the sample collected is 139. The analysis output of this study is presented in Appendix III.

The Cronbach's coefficient alpha value used to measure the internal consistency in this study. The analyses for each construct in the questionnaire show Cronbach's alpha values are above .7. The result is shown in the table below:

Table 4.1

Reliability Analysis

Construct	Cronbach's Alpha	N of Items
Functionality	.931	5
Efficiency	.876	4
Convenience	.931	2
Privacy	.894	2
Ease of use	.966	4
Satisfaction	.930	3
Technology readiness	.970	5
ALL	.981	25

The above table shows overall Cronbach's alpha value for all constructs are above 0.7. The result indicates that the scale can be considered reliable with the sample.

The reliability analysis in this study is consistent with previous study since the measurement items in this study have been adopted from previous study (Zeithaml et al., 2002: Lin and Hsieh, 2006).

4.3 Descriptive Analysis

4.3.1 The Respondents' Profiles

The personal information requested in this study called for the respondents' gender, age, race, level of education, working place, occupation, and monthly income. Table 4.2 to Table 4.10 shows the demographic characteristics of the respondents.

The gender classification of the respondents is shown in Table 4.2.

Table 4.2

Frequency Distribution of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	76	54.7	54.7	54.7
Female	63	45.3	45.3	100.0
Total	139	100.0	100.0	

Table 4.2 shows that among the samples collected and analysed, 76 (54.7 percent) are male respondents and 63 (45.3 percent) are female respondents.

Table 4.3

Frequency Distribution of Age Category

	Frequency	Percent	Valid Percent	Cumulative Percent
<25 Year Old	10	7.2	7.2	7.2
25-34 Year Old	49	35.3	35.3	42.4
35-44 Year Old	61	43.9	43.9	86.3
> 44 Year Old	19	13.7	13.7	100.0
Total	139	100.0	100.0	

Table 4.3 illustrates that respondents' frequency of age categories. This format or age classification was supported by Asher (1992) and Bibby (1996). Majority of the respondents, 61 (43.9 percent) are from the age group of 35-44 years, while 49 (35.3 percent) are aged between 25-34 years old, followed by 19 (13.7 percent) of the respondents are aged more than 44 years old, and 10 (7.2 percent) are aged below than 25 years old.

Table 4.4

Frequency Distribution of Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	109	78.4	78.4	78.4
Chinese	15	10.8	10.8	89.2
Indian	11	7.9	7.9	97.1
Others	4	2.9	2.9	100.0
Total	139	100.0	100.0	

Table 4.4 shows that 109 (78.4 percent) of the respondents are Malay, 15 (10.8 percent) are Chinese, 11 (7.9 percent) are Indian and the remaining 4 (2.9 percent) are from the other ethnic group.

Table 4.5

Frequency Distribution of Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
SPM/MCE	16	11.5	11.5	11.5
STPM/HCE	9	6.5	6.5	18.0
Certificate	1	.7	.7	18.7
Diploma	35	25.2	25.2	43.9
Degree	78	56.1	56.1	100.0
Total	139	100.0	100.0	

Table 4.5 indicates that most of the respondents are holding Degree with 78 (56.1 percent), followed by 35(25.2 percent) had completed Diploma. There are only 1 (0.7 percent) respondent are holding Certificate, while 9(6.5 percent) and 16(11.5 percent) are holding STPM/HCE and SPM/MCE respectively.

Table 4.6

Frequency Distribution of Working Place

	Frequency	Percent	Valid Percent	Cumulative Percent
Public Sector	81	58.3	58.3	58.3
Private Sector	52	37.4	37.4	95.7
Self Employed	6	4.3	4.3	100.0
Total	139	100.0	100.0	

In term of the present working place, Table 4.6 shows that majority of the respondents work in Public sector which about 81 (58.3 percent) of respondents, followed by 52 (37.4 percent) respondents work in private sector and only 6 (4.3 percent) of them are self-employed.

Table 4.7

Frequency Distribution of Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Management and Professional	67	48.2	48.2	48.2
Supporting Group	56	40.3	40.3	88.5
Self Employed	5	3.6	3.6	92.1
Others	11	7.9	7.9	100.0
Total	139	100.0	100.0	

According to Table 4.7, there are 67 (48.2 percent) of the respondents have profession in management and professional level, 56 (40.3 percent) of them are in supporting group, while 5 (3.6 percent) of respondents are self-employed, and 11 (7.9 percent) of respondents indicate as others.

Table 4.8

Frequency Distribution of Income Category

	Frequency	Percent	Valid Percent	Cumulative Percent
<RM3,000	50	36.0	36.0	36.0
RM3000 - RM5,999	55	39.6	39.6	75.5
RM6000 - RM8,999	19	13.7	13.7	89.2
RM9,000 - RM12,000	12	8.6	8.6	97.8
>RM12,000	3	2.2	2.2	100.0
Total	139	100.0	100.0	

Table 4.8 shows that majority of the respondents which is 55 (39.6 percent) are earning total income at the range of RM3,000-RM5,999 per month, 50 (36 percent) earning below than RM3,000 per month, followed by 19 (13.7 percent) earning total income at the range of RM6,000-RM8,999 per month, while 12 (8.6 percent) earning RM9,000-RM12,000 per month, and only 3 (2.2 percent) obtain monthly income above than RM12,000 per month.

4.3.2 Gender and Satisfactions Towards e-ticket System

Table 4.9

Level of Satisfaction for Males and Females

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction Level	Male	76	3.7544	.83154	.09538
	Female	63	4.0529	.67523	.08507

Note: significant at 5%, F-value = 10.230, p-value = 0.002 < 0.05

Table 4.9 above shows partial result of Independent-sample t-test. Sig. values for Levene's test show that at Sig. value = 0.002 < 0.05, then assumption of homogeneity of variance is not violated (the table is not shown). This test was conducted to compare the customers' satisfaction scores for males and females. The t-test result that there was a significant difference in score for males (M = 3.7544, SD = 0.83154) and females (M = 4.0529, SD = 0.67523, p = 0.002) at significance value of $p < 0.05$. This means that there is a difference in level of satisfaction between males and females.

4.3.3 Age and Satisfactions Towards e-ticket System

Table 4.10

Impact of Age on Level of Satisfaction

Age	N	Mean	Std. Deviation
<25 Year Old	10	3.2333	.87560
25-34 Year Old	49	3.9728	.73231
35-44 Year Old	61	4.0109	.73021
> 44 Year Old	19	3.6316	.80810
Total	139	3.8897	.77645

Level statistic – Sig. value = 0.648 > 0.05

Significant at 5% F = 4.011 , p = 0.009

Table 4.10 above shows the result of One-way analysis of variance (ANOVA). Sig. values of Levene's test show that at Sig. value = 0.648 > 0.05, then assumption of homogeneity of variance is not violated (as shown in the above table). The ANOVA analysis was conducted to explore the impact of age on level of customers' satisfaction, as measured by Total Satisfaction. Subject consists of four groups according to their age, Group 1: <25 years old, group 2: 25-34 years old, group 3: 35-44 years old and Group 4: > 44 years old. There is a statistically significant different at the $p < 0.05$ level in Total Satisfaction scores for the age group [$F = 4.011$, $p = 0.009$]. The above table shows the mean score for Group 1 ($M = 3.2333$, $SD = 0.87560$), Group 2 ($M = 3.9728$, $SD = 0.73231$), Group 3 ($M = 4.0109$, $SD = 0.73021$) and Group 4 ($M = 3.6316$, $SD = 0.80810$). This result indicates that there is an impact of age level of satisfaction.

4.4 Regression Analysis

The main objective of this study is to investigate the relationship between online service quality dimensions with customers' satisfaction towards e-ticket system. In order to achieve the objective, the study conducts a multiple regression analysis. The multiple regression is a technique that is used to explore relationship between one continuous dependent variable (i.e. customers' satisfaction towards e-ticket system) and a number of continuous independent variables or predictors (i.e. functionality, efficiency, privacy, convenience and ease of use) (Pallant, 2005). The summated scale was used to compute mean score of functionality, efficiency, privacy, convenience and ease of use dimension as well as satisfaction dimensions.

The discussion of assumptions and results of multiple regressions were explained as below. This section presents only the results that are significant to hypotheses testing.

4.4.1 Relationship between Online Service Quality Dimensions and Customers' Satisfaction

The result of the multiple regressions provides an answer whether all the hypotheses developed in Chapter 2 is accepted or not. As mentioned in Chapter 3, to examine the relationship between customers' satisfaction and online service quality dimensions, the following model is used:

Model 1

Customers' Satisfaction (SATIS) = $\beta_0 + \beta_1$ FUNC + β_2 EFFIC + β_3 CONV + β_4 PRIV + β_5 EASE + ε_1

Table 4.11

Regression Model Analysis for Model 1

All variables	Coefficient	t-value	*p*-value (α)
(Constant)[a]	.292	1.514	.132
Functionality	.237	3.003	.003***
Efficiency	.214	2.699	.008***
Convenience	.239	3.161	.002***
Privacy	.119	1.703	.091*
Ease	.105	2.869	.005***

Adjusted r^2 *= .744, F-statistic value = 77.133*

[a] *= Dependent variable (satisfaction)*

***, **, * *indicates significant at 1%, 5% and 10% level*

Table 4.11 shows the result in multiple regression model analysis of this study. The adjusted R square value indicates that all online service quality dimensions in this model explain 74.4 percent of the variance in customers' satisfaction towards e-ticket system. This indicates that the model is significant. This is also supported by F = 77.133, $p < 0.05$. This result shows the evidence that there is strong correlation between customers' satisfaction and all online service quality dimensions at $p < 0.05$. Therefore, this indicates that the regression model of this study is fit and adequate.

Table 4.11 above also reports results of the regression analysis and supports three of five hypotheses. At the 0.05 level of significance, it is found that functionality is to be strongly and positively associated with customers' satisfaction. Similarity, efficiency, convenience, and ease of use are positively associated with individual customers' satisfaction. However, it is found that privacy did not reveal themselves to be critical predictors of customers' satisfaction. The result supports the hypotheses of H1, H2, H3 and H5. Therefore, it is concluded that functionality, efficiency, convenience, and ease of use have a positive and significant relationship with customers' satisfaction. Nevertheless, the relationship between privacy and customers' satisfaction is non-significant. Hence, the H4 is not supported. The above results were discussed in details below.

Result in this study are consistent with findings in previous studies (Ho and Ko, 2008; Lin and Hsieh, 2006; Yang and Fang, 2004). Lin and Hsieh (2006) in their study on the relationship between SST service and SST-satisfaction found that perceived SST service quality has a significant positive influence on SST-satisfaction. There are two online service quality dimensions applied in this present study similar to SST service quality dimensions used by Lin and Hsieh (2006) study. These two dimensions were functionality and efficiency. Therefore, the results of this study on relationships between functionality and efficiency with customers' satisfaction are consistent with Lin and Hsieh's (2006) finding.

This study also discovered that there are a significant positive relationship between ease of use and customers' satisfaction. This finding is consistent with studies by Yang and Fang (2004) and Ko and Ho (2008). Yang and Fang (2004) in their content analysis on the relationship between online service quality and satisfactions in securities brokerage services found that ease of use (online service quality dimension) was one of primary factor leading to customers' satisfaction with online service. While Ho and Ko

(2008) found that ease of use demonstrated positive effect on customer value. Customer value was determined by them in term of customers' feeling when they experience an organisation's product or services. This determination is most likely the feeling of customer satisfaction. Hence, finding in the present study is similar to Ho and Ko (2008) finding.

Contrary to expectations, no relationship was found between customers' satisfaction and the other online service quality dimensions of privacy. This unexpected and contradict results create a question on whether this online service quality dimensions is not an accurate measurement to use in order to measure the online service quality in e-ticket system.

As mentioned in Chapter 2, privacy as one of the E-S-QUAL dimension is the most critical and equally important facets of web site service quality (Parasuraman et al., 2005). It is also found in previous study that privacy has the strongest influence on perceived value and loyalty intentions. As stated in prior study (Parasuraman et al., 2005), privacy dimension was used to measure service quality in online shopping and was found to be strongly and significantly correlated with perceived value and loyalty intentions were the antecedents of customer satisfaction and had a strong relationship with satisfaction (Ho and Ko, 2008). Although privacy was statistically and empirically proved to correlate with perceived value and loyalty intentions and these two variables (perceived value and loyalty intentions) were also found correlated with satisfaction, but it was not found yet the direct correlation between privacy and satisfaction. Thus, this condition might be the reason for the contradict result in this present study since privacy might not be an appropriate measurement to apply in examining relationship with satisfaction.

4.4.2 Moderate Effect of Technology Readiness on Relationship between Online Service Quality Dimensions and Customers' Satisfaction

In general terms, a moderator is a variable that affects the direction and strength of the relationships between an independent or predictor variable and a dependent or criterion variable (Baron & Kenny, 1986). Moderators modify the relationships through reallocations of the error terms or interactions with either dependent or independent variable.

To examine the relationship between online service quality dimensions and customers' satisfaction with the existence of technology readiness as moderating variable in this study, equation in Model 2 was used.

Model 2

$$\text{Customers' Satisfaction (SATIS)} = \beta_0 + \beta_1 \text{ FUNC} + \beta_2 \text{ EFFIC} + \beta_3 \text{ CONV} + \beta_4 \text{ PRIV} + \beta_5 \text{ EASE} + \beta_6 \text{ TR} + \beta_7 \text{ FUNC TR} + \beta_8 \text{ EFFIC TR} + \beta_9 \text{ CONV TR} + \beta_{10} \text{ PRIV TR} + \beta_{11} \text{ EASE TR}$$

Baron and Kenny (1986) stated that to demonstrate moderator effect, there must be strong relations between (a) the moderating variable and some independent variables and (b) the dependent and the moderating variable. Therefore, this study examines the above mentioned relationships before examining the moderating effect of technology readiness on the relationship between online service quality dimensions and customers' satisfaction.

a) Relationship between technology readiness with other independent variables and relationship between customers' satisfaction with technology readiness.

readiness (β = .779, p = 000 < 0.05) has a significance relationship with customers' satisfaction. Thus, this result proves Baron and Kenny's second statement that there must be strong relationship between dependent and moderating variable in order to demonstrate the moderating effect. These two regression analysis results are substantiate the regression analysis result on the effect of moderating variable as presented in Table 4.14.

Table 4.13

Relationship between Customers' Satisfaction and Technology Readiness

All variables	Coefficient	t-value	p-value (α)
(Constant)[a]	.769	4.130	.000
Technology readiness	.779	17.110	.000***

Adjusted r^2 = .681, F-statistic value = 292.758

[a] = Dependent variable (satisfaction)

***, **, * indicates significant at 1%, 5% and 10% level*

b) Moderating effect of technology readiness on the relationship between online service quality dimensions and customers' satisfaction.

Table 4.14 below shows the result in multiple regression model analysis of this study. The results of two models are presented in the above table. The result represents the relationship between online service quality dimensions and customers' satisfaction with the existence of technology readiness dimension. The result show that after technology readiness variable has been included, the model as a whole explains 78.3 percent of the variance in customers' satisfaction. This means that functionality, efficiency, convenience, privacy and ease of use explain an additional 7.92 percent of the variance in customers' satisfaction when technology readiness is incorporated in the relationship (as represent in R Square Change). This indicates that the whole model is significant at p < 0.05, F = 83.938. This result shows the evidence that that there is a strong correlation between customers' satisfaction and all independent variable at p < 0.05 with the existence of moderating variable.

Therefore, this indicates that the regression model of this study is fit and adequate.

Table 4.14

Regression Model Analysis with the Existence of Moderating Variable for Model 2

All variables	Coefficient	t-value	*p*-value (α)
(Constant)[a]	.186	1.061	.291
Functionality	.213	2.976	.003***
Efficiency	.163	2.252	.026**
Convenience	.057	.751	.454
Privacy	.016	.245	.807
Tech. Readiness (H6)	.288	3.7	.000***
EASETR	.201	.222	.003***

Adjusted r^2 = .783, F-statistic value = 83.938

[a] = Dependent variable (satisfaction)

***, **, * indicates significant at 1%, 5% and 10% level*

The Table 4.14 above reports result of the regression analysis and supports hypothesis H6. The above regression analysis result shows that moderator alters the independent-dependent variable relationships. The result shows that the relationship of online service quality dimensions on customers' satisfaction is changed with the existence of technology readiness. This result is line with Baron and Kenny (1986) finding. They found that the effect of the independent variable on the dependent variable must be less when moderating variable was included in the relationship. The result shows that technology readiness has a moderating effect on the relationship between online service quality dimensions and customers' satisfaction and substantiates hypothesis H6. This proves that technology readiness affects the direction and strength of the relation between online service quality dimensions and customers' satisfaction in which it makes the relationship between privacy and customers' satisfaction is no more significant.

As explained above, the result substantiate that moderator is alter and affect the relationship between online service quality dimensions and customers' satisfaction. Result shows that the existence of technology readiness as moderator in the relationship cause non-significant relationship between privacy and individual customers' satisfaction. The other online service quality dimensions i.e. convenience, which have a non-significant relationship with customers' remains the same. Technology readiness presents higher standardised coefficient value ((β = .288) and lower Sig. value (p = 0.000 < 0.05) in relationship with customers' satisfaction. Thus the result was consistent with Liljander et al. (2006) findings where they found that technology readiness was not related with SST-satisfaction directly but their results suggested that the influence of technology readiness on SST-satisfaction is mentioned through SST-service quality.

4.5 Summary

The current chapter highlights the result of statistical analysis on the relationship between online service quality dimensions and customers' satisfaction. The data were first tabulated for descriptive statistics to examine the characteristics of each variable. Since the normal distribution for the data collected was satisfied multiple regression analysis has been employed to test the hypotheses (H1 to H6) and one research question. First, this analysis discovered that functionality, privacy and ease of have a positive and significant relationship with customers' satisfaction. The result supported the hypotheses of H1, H2, H3 and H5. However, the result discovered that privacy did not reveal themselves to be critical predictors of customers' satisfaction. This latter result did not support the hypotheses of H4 and contradict with previous studies.

In addition, this also investigated the relationship between online service quality dimensions and customers satisfaction with the existence of technology readiness as moderator. The result supported hypothesis H6 where there is moderating effect

of technology readiness on relationship between online service quality dimensions and customers' satisfaction.

The next chapter covers the summary of the findings and discussion, the limitations of the study and also the recommendations for future research.

CHAPTER FIVE

DISCUSSION AND RECOMMENDATION

5.1 Introduction

In the previous chapter the empirical quantitative data were analysed. In this final chapter one research question was answered. Summary and conclusion of findings on data analysis were discussed. At the end implications for management, theory and future research were addressed. This chapter also express the limitation of the study.

5.2 Summary and Conclusion

In summary, results from this study revealed that the customers who used the e-ticket system are satisfied with the quality of the system in certain quality dimension. Even though prior study found that there are significant association between the online service quality dimensions (relevant to this study) and satisfaction, however this study found some contradict results. As presents and describes in the above results, functionality, efficiency, convenience, and ease of use are strongly and positively associated with customers' satisfaction. These result are consistent with findings in previous studies (Ho and Ko, 2008; Lin and Hsieh, 2006; Yang and Fang, 2004) which has been discussed in Chapter 4 in detail. The results give the fact that enhancing the online service quality dimensions in term of its functionality, efficiency, convenience, and ease of use are increased the level of customers' satisfaction toward e-ticket system.

This study also uncovered contrast results with prior study (Parasuraman et al., 2005: Berry et al., 2002; Pinho et al., 2007). This study found that the privacy is not correlated to customers' satisfaction towards e-ticket system. Even though this dimension is the most important facets of online service quality, however there are

certain conditions related to e-system environment that make this dimension has a non-significant relationship with customers' satisfaction. The conditions have been mentioned in detail in previous chapter. The results give indication that enhancing this dimension of e-ticket service quality is not increase the level of customers' satisfaction if there is no improvement done on those certain conditions mentioned earlier and highlighted by respondents in open-ender questions. Thus, concentration should be given to enhance those mentioned conditions in order to improve the quality of e-ticket system not only on privacy aspect but also in term of four other dimensions and later increase customers' satisfaction.

The third result found in this present study is the moderating effect of technology readiness on relationship between online service quality dimensions and customers' satisfaction. The result shows that the technology readiness affects the relationship between online service quality dimensions and customers' satisfaction toward e-ticket system. One important finding in this study as regard to the moderating effect is that respondents' acceptance toward the system is modified the relationship between online service quality dimensions and customers' satisfaction. The respondents' acceptance toward the system cause all quality service dimensions has a significant relationship with satisfaction towards e-ticket system. Hence, this result indicates that respondents' willingness to accept e-ticket system will increase of satisfaction toward the system.

5.3 Implications for Theory and Practice

Results of present study have particular relevance for both theory and practice. From the standpoint of theory, this study provides an important contribution for current measurements of service quality within the public sector and particularly for e-ticket services. It proposes a range of new items and validates several online service quality dimensions used in SST-QUAL and E-S-QUAL for the specific context of online services. This work additionally assumes that value creation through service quality and satisfaction is critical cognitive intention of using e-ticket system. Additionally, it offers insights into the important role played by ease

of use and functionality in providing e-ticket system and its resulting impact on customers' satisfaction. Result from this study also provides new discovery on the relationship between online service quality dimensions and satisfaction. It discovered that the relationship between online service quality and satisfaction will change when moderator exist.

From practical point of view, this study evaluates the opinions of customers, who are heavy users of e-ticket system. Based on these opinions and in line with Parasuraman et al. (2005) and Lin and Hsieh (2006), the e-ticket system provided by AirAsia would benefit greatly from enhancing the outcome dimensions of efficiency and convenience, rather than only the process dimensions of functionality and ease of use. This is particularly relevant with regard to handling queries and complaints in more timely fashion, increasing internet speeds during peak usage times and consuming bigger capacity of e-ticket server. The new discovery in this study suggests technology readiness has an impressive effect on satisfaction towards e-ticket system in Malaysia. This work assumes that enhancement of online service quality will increase the customers' satisfaction, if they are willing to accept that new technology. If they refuse to accept that new technology, it is not worth it to enhance the online service quality since it will never increase their satisfaction towards the system.

In general, AirAsia shall establish strategic e-business plan to increase their customers' satisfaction toward e-ticket system. Customers' trust level toward e-ticket transaction by clearly state their company's security and privacies policies and regulations, to include reliable third-party ratings of their website services and to provide highly secure online payment facility by strategic alliance with credit card company and electronic payment service company such as PayPal in order to cultivate trust among Internet users toward adoption of airline e-ticket in Malaysia. These strategic actions taken at the same time will increase customers' satisfaction toward the system.

5.4 Recommendation

5.4.1 Enhancement of E-ticket System

One open-ended questioned was designed to prompt the individual taxpayers to provide their recommendation on enhancement the e-ticket system in order to increase AirAsia service quality regarding the system. A total of 45 respondents had responded to this question. However, only 39 respondents had given recommendations on the enhancement of the system while the other 6 respondents just stated no comment or no enhancement needed as the system was good, adequate and easy to use. All the respondents' feedback from this open-ended question had grouped into two themes. The details are presented in Appendix II. Section 5.4.2 through 5.4.3 presents the key findings.

5.4.2 Improving the System Quality in term of Technical Tools.

The most recommendations given by respondents as regards to quality of e-ticket system are improving some technical tools in the system. Some respondents feel that e-ticketing itself is good because it easy and convenience to use. However, there are some certain problems create unpleasant feeling to them such as bad and slow internet response time, low capacity of server, and security. For them the quality of the system at the time being is quite good but there are still room for improvement. Listed below are some recommendations given by the respondents:

1. "Need to improve response time".
2. "Sometime the process of buying ticket online is too slow. Hopefully AirAsia can improve the IT infrastructure to encourage more people using the e-ticket system".

3. "The system is a bit slow especially when peak hours. In order to increase the service quality, AirAsia should find ways in upgrading the current system so it can work efficiently and effectively".
4. "When AirAsia advertise their online ticket (low fares), the website get very crumple and difficult to log in. AirAsia should find an alternative way in order to rectify this problem".
5. "Sometime the system is little bit slowly especially when promotion period".
6. "AirAsia network/server connections are very slow and error prone especially during promotions. Please upgrade your network/server capability and buy the fastest network/server money can buy".
7. "The only enhancement that would like to see is, the AirAsia e-ticket should move then 3 pages to turn to, and all the transactions can be done in just 2 pages. Because user will have to wait to go to next pages and sometimes the network is not that efficient to preceed to next page.....often the page just stale, due to network congestion".
8. "E-ticket is good but the internet line is bad, slow and response time very irritating. AirAsia need to get the internet line that more efficient and fast response time"
9. "...increase the capacity of e-ticket server in order to speedy up the process of online ticketing."
10. "The e-ticket is easy for me. I hope AirAsia can enhance from time to time the security system of users' information to increase confident of system utilisation."
11. "It should have interactive capability."
12. "As e-ticket is seldom used, perhaps users will forget the password. Thus, it is hope that the generation of an easy but simple system to get the unforgotten password is necessary."
13. "Just make sure their always use the latest antivirus and security system".

5.4.3 Improving and increase the Technical Assistants

Some respondents felt that the process of purchasing airline ticket via e-ticket system sometime encounters technical problems. Hence, they need more competent and efficient technical assistants. The recommendation given by the respondents as follows:

1. "AirAsia must improve their help desk and technical assistant services. It is must be easy to contact at any time".
2. "To improve helpdesk service this will help user to seek for help and advice conveniently".
3. "Voice activation on options selected by users, just as to confirm or make users much alert in avoiding mistakes during a transactions".
4. "Enhancement of technical assistant either from counter or telephonist is necessary. Any technical complaint must be handled correctly and faster."
5. "Need to improve AirAsia Call Centre and response massage."

5.5 Limitation

With regard to major limitations, it may be worth emphasising use of multiple regression analysis as data analysis technique in this study. Although this method is suitable for the type of research and proposed hypotheses, it can only examine a single relationship at a time between dependent and independent variables. In reality, the fact that human and behavioural issues in management are more complicated so that one dependent variable may be an independent variable in other dependent relationships. In other words, this technique could not take into account the interaction effects among posited variables. Thus, this problem could have been solved using a more thorough statistical technique such as casual structural equation modelling (SEM). This is because SEM can expand the explanatory ability and statistical efficiency for model testing with a single

comprehensive method (Cheng, 2001). Validated measures could be extended and applied to other public areas. Instruments measures might also take into account different levels of e-ticket system users rather than just examining the perspective of the customers.

Second limitation relates in this study is respondents' education level education level where most of the respondents of this study have higher education (81.3 percent). This limitation occurs due to e-ticket system requirements where to use e-ticket; users need to have internet access and IT knowledge. These requirements restrict e-ticket users to a certain category of users only such as people with higher education. These requirements also cause majority of e-ticket users comprise of people that have IT knowledge and internet access or people with higher education. Generalisation of results in this study can't be done due to this limitation as respondents of this study are not representing the whole population.

Besides, the proportion of sample for each ethnic group or race in this survey did not follow the actual nation population ratio due to the snowballing effect of the convenience sampling method. It is suggest that a non-probability quota sampling should have been used to study population parameters.

Another limitation relates in this study is geographic limitation of the study where it was conducted in Klang Valley area where the sample might not be able to represent the whole AsiaAsia customers' point of view. This survey is conducted in small scale within the limit of sample size (N=139) which did not allow for a generalisation of results. Therefore, the finding might not accurately represent the overall AirAsia's customers in Malaysia. A larger sample size would be preferred in order to obtain more accurate interpretation as the greater the samples size the more comprehensive the samples are.

This limitation also arises due to time constraints where the period of completion for this study is very limited where it only just took about one month to complete this study.

5.6 Suggestion for Future Research

An area for future research that deserves further attention is, therefore, to apply it to a more representative sample. In summary, although the AirAsia has begun to realise the benefits of providing online services and has made major strides towards its implementation, much work is still needed to improve several service dimensions, and, in particular, regarding those related to privacy (security). In line with Pinho et. (2007), it is expected that the present analysis will enhance AirAsia capabilities for grappling with complex related issues posed by the Internet revolution and, simultaneously, will open the door to future research regarding the impact of other e-service quality online dimensions on e-satisfaction. It is suggested also for future research to include investigation on other factors which influencing the Internet users' intention to adopt airline e-ticket in Malaysia, such airlines company size, company reputation, company competency, website quality, product quality, customer service quality and promotion.

More information will assist future research in determining more appropriate and practical service quality dimensions in Malaysian environment. It is also expected that result from this present study will assist the AirAsia in determining level of customers' satisfaction towards other online system and their perceived quality towards those system.

As mentioned in Section 5.5 above, one of the limitations is due to time constraints where the period of completion for this study is very limited. Therefore, one of the suggestion in the future research is to diversify sample collection from different areas or state of Malaysia to obtain more generalise results and should spend longer time in conducting the study. Besides, it is suggested for future research to employ larger cluster or quota sampling size in order to acquire more accurate data in interpretation which takes into consideration of population parameters toward the online service quality as well as to increase AirAsia customers' satisfaction towards the system.

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APPENDIX I:

SAMPLE OF QUESTIONNAIRE

Kolej Perniagaan
Universiti Utara Malaysia

Tuan/Puan,

Kami merupakan penyelidik dari Universiti Utara Malaysia. Pada ketika ini sedang mengadakan penyelidikan mengenai **"RELATIONSHIP BETWEEN ONLINE SERVICE QUALITY DIMENSIONS AND CUSTOMERS' SATISFACTION: A STUDY OF ELECTRONIC TICKETING (e-ticket) SYSTEM IN AIRASIA BERHAD (AirAsia)".**

Kami berbesar hati untuk mendapatkan kerjasama tuan/puan bagi melengkapkan Borang Soal-selidik ini dengan memberi maklum balas yang tepat dan seikhlas mungkin. Borang soal-selidik ini direka dengan ringkas dan mudah untuk dijawab serta akan mengambil masa tidak melebihi 10 minit daripada masa berharga tuan/puan. Kami memberi jaminan bahawa hasil daripada kajian ini hanya akan digunakan bagi tujuan akademik semata-mata dan maklumbalas tuan/puan dianggap sebagai **SULIT** dan **PERSENDIRIAN.**

Jika terdapat sebarang pertanyaan berhubung soal-selidik ini, tuan/puan boleh menghubungi kami di talian 019-2111144 atau e-mel di abemat@gmail.com.

Maklumbalas tuan/puan adalah sangat penting bagi kami dan kesediaan masa dan usaha tuan/puan amatlah dihargai.

Sekian, terima kasih.

Mohd Azmi bin Che Ahmad
Kolej perniagaan
Universiti Utara Malaysia

Dengan menyemak dikiri, Saya mengesahkan yang saya telah membaca descripsi penyelidikan dimuka surat, dan saya bercadang untuk menyertai survey ini, dan juga mengetahui ianya adalah sukarela, dan tiap tiap maklumbalas, individu/jawapan akan dirahsiakan.

College Of Business
Universiti Utara Malaysia

Dear Sir/Madam,

We are researchers from Universiti Utara Malaysia. Currently, we are conducting a study on the **"RELATIONSHIP BETWEEN ONLINE SERVICE QUALITY DIMENSIONS AND CUSTOMERS' SATISFACTION: A STUDY OF ELECTRONIC TICKETING (e-ticket) SYSTEM IN AIRASIA BERHAD (AirAsia)".**

We seek your cooperation to complete this questionnaire by providing your honest and most accurate response.

The said questionnaire is constructed in a straightforward manner and easy to answer which should take not more than 10 minutes of your valuable time. We assure you that the results of this research will be used solely for academic purpose and that your response will be kept as private and confidential.

If you have any queries on this questionnaire, please do not hesitate to contact us at 019-2111144 or email to abemat@gmail.com.

Your response is very importance to us and greatly appreciated.

Thank you.

Mohd Azmi bin Che Ahmad
College Of Business
Universiti Utara Malaysia

By checking at left, I confirm that I have read the description of the study in the cover letter, and I wish to participate in the following survey, recognizing that the study is voluntary, individual responses will be confidential and will not be identified with a particular respondent.

Borang Soal-selidik ini mengandungi 4 Bahagian:
This Questionnaires comprises of 4 Parts:

BAHAGIAN A:PENGALAMAN MENGGUNAKAN SISTEM e-TICKET
PART A: EXPERIENCE IN USING e-TICKET *SYSTEM*

BAHAGIAN B:MAKLUMAT DIRI ANDA
PART B:ABOUT YOURSLEF

BAHAGIAN C:KEPUASAN TERHADAP KUALITI SISTEM e- TICKET
PART C:SATISFACTION TOWARDS e- TICKET *SYSTEM QUALITY*

BAHAGIAN D:CADANGAN
PART D:RECOMMENDATION

ARAHAN : Sila tandakan 'X' pada pilihan anda.
INSTRUCTIONS : Please tick 'X' at the appropriate options.

BAHAGIAN A:PENGALAMAN MENGGUNAKAN SISTEM e-TICKET
PART A:EXPERIENCE IN USING e-TICKET SYSTEM

Adakah anda pernah menggunakan sistem e-ticket untuk pembelian tiket penerbangan anda?
(Do you use e-ticket system to purchase your flight ticket?)

☐ Ya *(Yes)* ☐ Tidak *(No)*

Jika jawapan anda 'Ya', sila teruskan ke Bahagian B,C dan D. Jika jawapan anda 'Tidak', sila teruskan ke Bahagian B sahaja.
If your answer is 'Yes', kindly proceed to Part B,C and D. If your answer is 'No', please proceed to Part B only.

BAHAGIAN B: MAKLUMAT DIRI ANDA
PART B: ABOUT YOURSLEF

1. Jantina *(Gender)*

☐ Lelaki (Male) ☐ Perempuan *(Female)*

2. Umur *(Age)*

☐ < 25 tahun *(< 25 years old)*
☐ 25 - 34 tahun *(25 - 34 years old)*
☐ 35 - 44 tahun *(35 - 44 years old)*
☐ > 44 tahun *(> 44 years old)*

3. Bangsa *(Race)*

☐ Melayu *(Malay)*
☐ Cina *(Chinese)*
☐ India *(Indian)*
☐ Lain-lain, sila nyatakan *(Others, Please specify)* ☐

4. Pendidikan (Sila pilih tahap pendidikan tertinggi)
Education (Please select your highest education level)

☐ SPM/*MCE*
☐ STPM/*HCE*
☐ Sijil *(Certificate)*
☐ Diploma
☐ Ijazah/Sarjana/PhD *(Degree/Master/PhD)*
☐ Lain-lain, sila nyatakan *(Others, Please specify)* ☐

5. Tempat Kerja *(Working Place)*

☐ Sektor Awam *(Public Sector)* ☐ Bekerja Sendiri *(Self-employed)*
☐ Sektor Swasta *(Private Sector)*

6. Pekerjaan *(Occupation)*

☐ Pengurusan dan Profesional *(Management and Profesional)*
☐ Kumpulan Sokongan *(Supporting Group)*
☐ Bekerja Sendiri *(Self-employed)*
☐ Lain-lain, sila nyatakan *(Others, Please specify)* ☐

7. Pendapatan Bulanan *(Monthly Income)*

☐ < RM3,000 ☐ RM3000 - RM5,999 ☐ RM6000 - RM8,999
☐ RM9,000 - RM12,000 ☐ > RM12,000

BAHAGIAN C: KEPUASAN TERHADAP KUALITI SISTEM E-TICKET
PART C: SATISFACTION TOWARDS E-TICKET SYSTEM QUALITY

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi fungsi sistem tersebut.
(Based on your experience using the e-ticket system, please state your agreement with the next set of statements on the functionality of the e-ticket system)

KEFUNGSIAN(FUNCTIONALITY)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Saya dapat membeli tiket penerbangan dengan menggunakan sistem e-ticket dalam tempoh masa yang singkat. *(I can purchase the airline ticket by using e-ticket system in a short time)*					
Proses pembelian tiket penerbangan dengan menggunakan sistem e-ticket adalah jelas dan mudah. *(The process of purchasing of airline ticket by using e-ticket system is clear and easy)*					
Menggunakan sistem e-ticket bagi membeli tiket penerbangan adalah senang. (Using e-ticket system to purchase the airline ticket is effortless)					
Saya dapat membeli tiket penerbangan secara selesa dan lancer dengan menggunakan sistem e-ticket. *(I can purchase the airline ticket smoothly by using e-ticket system).*					
Setiap fungsi dalam sistem e-ticket adalah bebas daripada sebarang kesilapan dan kesalahan. *Each function of e-ticket system is error-free.*					

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi kecekapan sistem tersebut.
(Based on your experience using the e-ticket system, please state your agreement with the next set of statements on the functionality of the e-ticket system)

KECEKAPAN (EFFICIENCY)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Sistem e-ticket membolehkan saya mengira jumlah caj tiket dengan cepat dan mudah. *(The e-ticket system enables me to calculate amount of ticket charges quickly and easily.)*					
Proses transaksi dalam sistem e-ticket adalah ringkas dan mudah. *(The e-ticket system process of transaction is simple and easy.)*					
Menggunakan sistem e-ticket dapat menambahbaikkan kecekapan saya dalam pembelian tiket penerbangan. *(Using e-ticket system would enhance my effectiveness in purchasing of airline ticket.)*					
Adalah mudah dan senang untuk mendapatkan bantuan daripada meja bantuan bagi sebarang permasalahan teknikal yang timbul. *(It is easy to contact a help desk/assistant for technical questions.)*					

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi keselesaan penggunaan sistem tersebut.
(Based on your experience using the e-ticket system, please state your agreement with the next set of statements on the convenience of the e-ticket system.)

KESELESAAN (CONVENIENCE)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Masa operasi selama 24 jam sehari memudahkan pengguna menggunakan sistem e-ticket pada setiap masa/jam *(The e-ticket system has operating hours convenient to users which is it can be performed every hour.)*					
Sistem e-ticket lebih menjimatkan masa berbanding penumpang hadir ke kaunter perkhidmatan biasa. *(The e-ticket system saves time compared to going to a traditional counter.)*					

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi keselamatan/kerahsiaan maklumat yang dimasukkan ke dalam sistem tersebut.
(Based on your experience using the e-ticket, please state your agreement with the next set of statements on the security/privacy of the e-ticket system.)

KERAHSIAAN (PRIVACY)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Sistem ini akan menunjukkan mesej bahawa pengguna sedang melayari laman web yang selamat apabila maklumat sulit dikemukakan. *(This system shows a message that the user is looged into a secure website when confidential*					

is provided.)					
Polisi kerahsiaan yang jelas dinyatakan apabila menggunakan sistem e-ticket. *(A clear privacy policy is stated when I use the e-ticket system.)*					

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi kemudahan penggunaan sistem tersebut.
(Based on your experience using the e-ticket system, please state your agreement with the next set of statements on the ease of use of the e-ticket system)

MUDAH GUNA (EASE OF USE)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Adalah amat mudah bagi saya menggunakan sistem e-ticket bagi pembelian tiket penerbangan saya. *(It is easy for me to learn how to make use of e-ticket system to purchase my airline ticket.)*					
Adalah mudah dan senang untuk mengikuti arahan dalam sistem e-ticket. *(It is easy to follows the instruction in e-ticket system.)*					
Adalah mudah dan senang bagi saya menjadi mahir dan cekap menggunakan sistem e-ticket kerana ia menggunakan aplikasi yang mudah. *(It is easy for me to be skilful at using e-ticket system.)*					
Saya mendapati bahawa sistem e-ticket amat mudah digunakan. *(I find that the e-ticket system is easy to use.)*					

Berdasarkan pengalaman anda menggunakan sistem e-ticket, sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah dari segi kepuasan terhadap sistem tersebut.
(Based on your experience using the e-ticket, please state your agreement with the next set of statements on the satisfaction towards the e-ticket system)

KEPUASAN (SATISFACTION)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Keputusan saya untuk membeli tiket penerbangan menggunakan sistem e-ticket adalah tepat. *(My decision to purchase the airline ticket by using e-ticket system was adequate.)*					
Pembelian tiket penerbangan menggunakan sistem e-ticket adalah satu pengalaman yang selesa dan menyenangkan kerana ianya amat mudah. *(Purchasing of airline tickets by using e-ticket system is a pleasant experience.)*					
Secara keseluruhannya, saya berpuas hati dengan sistem e-ticket yang ditawarkan oleh AirAsia Berhad). *(Overall, I am satisfied with the e-ticket system service offered by AirAsia Berhad.)*					

Sila nyatakan persetujuan anda pada pernyataan-pernyataan di bawah berkaitan kesediaan terhadap teknologi terkini.
(Please state your agreement with the next set of statements on technology readiness.)

KESEDIAAN TERHADAP TEKNOLOGI TERKINI (TECHNOLOGY READINESS)	Skala Tahap Persetujuan *(Agreement Scales)*				
	Amat tidak bersetuju *(Strongly Disagree)*	Tidak bersetuju *(Disagree)*	Berkecuali *(Neither Agree Nor Disagree)*	Bersetuju *(Agree)*	Amat bersetuju *(Strongly Agree)*
	1	2	3	4	5
Teknologi memberikan orang ramai lebih kawalan ke atas kehidupan mereka. *(Technology gives people more control over their daily lives.)*					
Perkhidmatan yang menggunakan teknologi terkini adalah lebih mudah dan selesa digunakan seperti sistem e-ticket. *(Services that use the newest technologies such as e-ticket system are much more convenience to use.)*					
Saya lebih suka melakukan urusan harian menggunakan computer kerana saya tidak terbatas pada waktu urusan biasa - masa operasi 24 jam sehari. *(I like the idea of doing business via computers because I am not limited to regular business hour.)*					
Saya lebih cenderung menggunakan teknologi terkini yang sedia ada seperti sistem e-ticket. *(I prefer to use the most advance technology available such as e-ticket system.)*					
Teknologi memberikan saya lebih kebebasan mobiliti kerana ia menjadikan dunia tanpa sempadan. *(Technology gives me more freedom of mobility.)*					

BAHAGIAN D: CADANGAN
PART D: RECOMMENDATION

Sila nyatakan penambahbaikan dalam sistem e-ticket yang anda cadangkan bagi meningkatkan kualiti perkhidmatan AirAsia Berhad (AirAsia).
(Please states enhancement that you would like to suggest in e-ticket system in order to increase the AirAsia Berhad (AirAsia) service quality.)

APPENDIX II:

RESPONDENTS' RECOMMENDATION TO ENHANCE E-TICKET SERVICE QUALITY (UNEDITED)

27	C90	Clients are given opportunity to change or transfer the ticket without referring to the staff but with strict security requirement.
28	C98	The only enhancement that would like to see is, the AirAsia e-ticket should move then 3 pages to turn to, all the transactions can be done in just 2 pages. Because user will have to wait to go to next pages and sometimes the network is not that efficient to proceed to next page..often the page just stale, due to network congestion.
29	C99	Sometime the process of buying ticket online is too slow. Hopefully AirAsia can improve the IT infrastructure to encourage more people using the e-ticket system.
30	C101	None. The e-ticket system currently in-place is adequate for me to check flights, ticket availability, price and make booking efficiently. Well done AirAsia, truly Asia.
31	C104	Just make sure their always use the latest antivirus and security system.
32	C107	Keep it up!
	C108	E-ticket is good but the internet line is bad, slow and response time very irritating. AirAsia need to get the internet line that more efficient and fast response time.
34	C110	To increase the capacity of e-ticket server in order to speedy up the process of online ticketing.
35	C111	The e-ticket is easy for me. I hope AirAsia can enhance from time to time the security system of users' information to increase confident of system utilisation.
36	C113	Need to improve AirAsia Call Centre and response massage.
37	C116	It should have interactive capability.
38	C120	Enhancement of technical assistant either from counter or telephonist is necessary. Any technical complaint must be handled correctly and faster.

39	C127	As e-ticket is seldom used, perhaps users will forget the password. Thus, it is hope that the generation of an easy but simple system to get the unforgotten password is necessary

APPENDIX III:

ANALYSIS OUTPUT

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CONV1	4.1583	.786	.871	.[a]
CONV2	4.0072	.775	.871	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.1655	2.922	1.70930	2

Reliability Statistics

Cronbach's Alpha	N of Items
.894	2

Item Statistics

	Mean	Std. Deviation	N
PRIV1	3.9137	.77536	139
PRIV2	3.8705	.82387	139

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRIV1	3.8705	.679	.810	.[a]
PRIV2	3.9137	.601	.810	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.7842	2.315	1.52164	2

Reliability Statistics

Cronbach's Alpha	N of Items
.464	4

Item Statistics

	Mean	Std. Deviation	N
EASE1	4.0504	.87081	139
EASE2	4.0072	.84696	139
EASE3	3.9281	.82216	139
EASE4	4.3022	3.50498	139

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EASE1	12.2374	17.429	.545	.323
EASE2	12.2806	17.493	.556	.324
EASE3	12.3597	17.812	.528	.341
EASE4	11.9856	6.000	.225	.962

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.2878	22.148	4.70622	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EASE1	12.2374	17.429	.545	.323
EASE2	12.2806	17.493	.556	.324
EASE3	12.3597	17.812	.528	.341
EASE4	11.9856	6.000	.225	.962

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.2878	22.148	4.70622	4

Reliability Statistics

Cronbach's Alpha	N of Items
.930	3

Item Statistics

	Mean	Std. Deviation	N
SATIS1	3.9137	.79384	139
SATIS2	3.8633	.84443	139
SATIS3	3.8921	.84862	139

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SATIS1	7.7554	2.606	.854	.900
SATIS2	7.8058	2.419	.874	.883
SATIS3	7.7770	2.464	.841	.910

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6691	5.426	2.32936	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EASE1	12.2374	17.429	.545	.323
EASE2	12.2806	17.493	.556	.324
EASE3	12.3597	17.812	.528	.341
EASE4	11.9856	6.000	.225	.962

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.2878	22.148	4.70622	4

Reliability Statistics

Cronbach's Alpha	N of Items
.930	3

Item Statistics

	Mean	Std. Deviation	N
SATIS1	3.9137	.79384	139
SATIS2	3.8633	.84443	139
SATIS3	3.8921	.84862	139

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SATIS1	7.7554	2.606	.854	.900
SATIS2	7.8058	2.419	.874	.883
SATIS3	7.7770	2.464	.841	.910

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6691	5.426	2.32936	3

Reliability Statistics

Cronbach's Alpha	N of Items
.970	5

Item Statistics

	Mean	Std. Deviation	N
TRI1	3.9209	.86027	139
TRI2	3.9424	.85778	139
TRI3	4.0576	.89093	139
TRI4	4.0504	.87909	139
TRI5	4.0719	.86511	139

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRI1	16.1223	11.297	.848	.973
TRI2	16.1007	11.004	.914	.963
TRI3	15.9856	10.724	.929	.961
TRI4	15.9928	10.703	.950	.957
TRI5	15.9712	10.883	.930	.961

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.0432	16.940	4.11584	5

Reliability Statistics

Cronbach's Alpha	N of Items
.946	25

Item Statistics

	Mean	Std. Deviation	N
FUNC1	3.9568	.99178	139
FUNC2	3.9640	.88800	139
FUNC3	3.9784	.88847	139
FUNC4	3.9424	.91501	139
FUNC5	3.4101	.91535	139
EFFIC1	3.9856	.85961	139
EFFIC2	3.9496	.82816	139
EFFIC3	3.9353	.86148	139
EFFIC4	3.4173	.99199	139
CONV1	4.0072	.88052	139
CONV2	4.1583	.88677	139
PRIV1	3.9137	.77536	139
PRIV2	3.8705	.82387	139
EASE1	4.0504	.87081	139
EASE2	4.0072	.84696	139

EASE3	3.9281	.82216	139
EASE4	4.3022	3.50498	139
SATIS1	3.9137	.79384	139
SATIS2	3.8633	.84443	139
SATIS3	3.8921	.84862	139
TRI1	3.9209	.86027	139
TRI2	3.9424	.85778	139
TRI3	4.0576	.89093	139
TRI4	4.0504	.87909	139
TRI5	4.0719	.86511	139

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
98.4892	333.092	18.25082	25

Frequencies

Statistics

		GENDER	AGE	RACE	EDUC	WORKING	OCCUPATION	INCOME
N	Valid	139	139	139	139	139	139	139
	Missing	0	0	0	0	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	54.7	54.7	54.7
	Female	63	45.3	45.3	100.0
	Total	139	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25 Year Old	10	7.2	7.2	7.2
	25-34 Year Old	49	35.3	35.3	42.4
	35-44 Year Old	61	43.9	43.9	86.3
	> 44 Year Old	19	13.7	13.7	100.0
	Total	139	100.0	100.0	

RACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	109	78.4	78.4	78.4
	Chinese	15	10.8	10.8	89.2
	Indian	11	7.9	7.9	97.1
	Others	4	2.9	2.9	100.0
	Total	139	100.0	100.0	

EDUC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM/MCE	16	11.5	11.5	11.5
	STPM/HCE	9	6.5	6.5	18.0
	Certificate	1	.7	.7	18.7
	Diploma	35	25.2	25.2	43.9
	Degree	78	56.1	56.1	100.0
	Total	139	100.0	100.0	

WORKING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Sector	81	58.3	58.3	58.3
	Private Sector	52	37.4	37.4	95.7
	Self Employed	6	4.3	4.3	100.0
	Total	139	100.0	100.0	

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Management and Professional	67	48.2	48.2	48.2
	Supporting Group	56	40.3	40.3	88.5
	Self Employed	5	3.6	3.6	92.1
	Others	11	7.9	7.9	100.0
	Total	139	100.0	100.0	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<RM3,000	50	36.0	36.0	36.0
	RM3000 - RM5,999	55	39.6	39.6	75.5
	RM6000 - RM8,999	19	13.7	13.7	89.2
	RM9,000 - RM12,000	12	8.6	8.6	97.8
	>RM12,000	3	2.2	2.2	100.0
	Total	139	100.0	100.0	

T-Test

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Male	76	3.7544	.83154	.09538
	Female	63	4.0529	.67523	.08507

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Satisfaction	Equal variances assumed	10.230	.002	-2.291	137	.023	-.29852	.13031	-.55619	-.04085
	Equal variances not assumed			-2.336	136.950	.021	-.29852	.12781	-.55126	-.04579

Oneway

Descriptives

Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<25 Year Old	10	3.2333	.87560	.27689	2.6070	3.8597	2.00	5.00
25-34 Year Old	49	3.9728	.73231	.10462	3.7624	4.1831	2.00	5.00
35-44 Year Old	61	4.0109	.73021	.09349	3.8239	4.1979	2.00	5.00
> 44 Year Old	19	3.6316	.80810	.18539	3.2421	4.0211	1.67	5.00
Total	139	3.8897	.77645	.06586	3.7595	4.0199	1.67	5.00

ANOVA

Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.809	3	2.270	4.011	.009
Within Groups	76.389	135	.566		
Total	83.197	138			

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ease, Privacy, Functionality, Efficiency, Convenience[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	.744	.734	.40051

a. Predictors: (Constant), Ease, Privacy, Functionality, Efficiency, Convenience

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.863	5	12.373	77.133	.000[a]
	Residual	21.334	133	.160		
	Total	83.197	138			

a. Predictors: (Constant), Ease, Privacy, Functionality, Efficiency, Convenience

b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.292	.193		1.514	.132
	Functionality	.237	.079	.249	3.003	.003
	Efficiency	.214	.079	.209	2.699	.008
	Convenience	.239	.076	.264	3.161	.002
	Privacy	.119	.070	.116	1.703	.091
	Ease	.105	.037	.159	2.869	.005

a. Dependent Variable: Satisfaction

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Ease, Privacy, Functionality, Efficiency, Convenience[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Technology

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844[a]	.713	.702	.44927

a. Predictors: (Constant), Ease, Privacy, Functionality, Efficiency, Convenience

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.665	5	13.333	66.057	.000[a]
	Residual	26.845	133	.202		
	Total	93.510	138			

a. Predictors: (Constant), Ease, Privacy, Functionality, Efficiency, Convenience

b. Dependent Variable: Technology

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.273	.217		1.262	.209
	Functionality	.063	.089	.062	.710	.479
	Efficiency	.132	.089	.122	1.484	.140
	Convenience	.469	.085	.487	5.524	.000
	Privacy	.264	.078	.244	3.376	.001
	Ease	.011	.041	.016	.276	.783

a. Dependent Variable: Technology

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Technology[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.681	.679	.43999

a. Predictors: (Constant), Technology

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.675	1	56.675	292.758	.000[a]
	Residual	26.522	137	.194		
	Total	83.197	138			

a. Predictors: (Constant), Technology

b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.769	.186		4.130	.000
	Technology	.779	.046	.825	17.110	.000

a. Dependent Variable: Satisfaction

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	EASETR, Privacy, Functionality, Efficiency, Technology, Convenience[a]	.	Enter

a. Tolerance = .000 limits reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.792	.783	.36179

a. Predictors: (Constant), EASETR, Privacy, Functionality, Efficiency, Technology, Convenience

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.920	6	10.987	83.938	.000[a]
	Residual	17.278	132	.131		
	Total	83.197	138			

a. Predictors: (Constant), EASETR, Privacy, Functionality, Efficiency, Technology, Convenience

b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.186	.175		1.061	.291
	Functionality	.213	.072	.223	2.976	.003
	Efficiency	.163	.072	.159	2.252	.026
	Convenience	.057	.076	.063	.751	.454
	Privacy	.016	.066	.016	.245	.807
	Technology	.288	.078	.306	3.700	.000
	EASETR	.201	.066	.225	3.042	.003

a. Dependent Variable: Satisfaction

Excluded Variables[b]

Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Ease	.[a]	.	.	.	.000
	FUNCTR	.[a]	.	.	.	.000
	EFFICTR	.[a]	.	.	.	.000
	CONVTR	.[a]	.	.	.	.000
	PRIVTR	.[a]	.	.	.	.000

a. Predictors in the Model: (Constant), EASETR, Privacy, Functionality, Efficiency, Technology, Convenience

b. Dependent Variable: Satisfaction

APPENDIX IV:

LETTER OF PERMISSION

UNIVERSITI UTARA MALAYSIA

06010 UUM Sintok, Kedah Darul Aman, Malaysia. Tel: 604 - 928 4000

UUM 25 Tahun Mengunggulkan Wawasan dan Sejarah

UUM Kuala Lumpur
41-3, Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur
Tel: 03-2694 4228, Faks: 03-2694 9228

"UUM: UNIVERSITI PENGURUSAN TERKEMUKA"

Tarikh : 22 Januari 2011

Kepada sesiapa yang berkenaan

Tuan/Puan,

MOHON KEBENARAN MENDAPATKAN MAKLUMAT BAGI TUJUAN AKADEMIK

NAMA : Mohd Azmi Bin Che Ahmad
NO K/P : 740128 – 03 - 5135

Dengan hormatnya dimaklumkan bahawa penama di atas merupakan pelajar yang sedang mengikuti Program Master of Science (Management) di UUM Kuala Lumpur.

Pihak UUMKL dengan ini memohon kerjasama tuan/puan sudi apalah kiranya membantu beliau bagi menyiapkan tugasan bagi kursus BPMZ6996 di bawah penyeliaan Dr. Jasmani Binti Mohd Yunus yang telah diberikan di sepanjang jangka masa tersebut.

Sebarang kerjasama yang diberikan kepada beliau bagi membolehkan beliau menyempurnakan tugasannya amatlah dihargai.

Sekian terima kasih.

ILMU, BUDI, BAKTI

Saya yang menurut perintah,

MOHMAD AMIN BIN MAD IDRIS
Pengarah
UUM Kuala Lumpur

MAMI/aida